

# Entrepreneurship

PROGRAM CODE: 31-145-2



Technical Diploma



COURSES	CREDITS
<b>ECON-195</b> Economics..... (or) Any 200-level ECON course ‡	3
<b>ENG-195</b> Written Communication ‡..... (or) ENG-201 English 1 ‡	3
<b>ENTREP-101</b> Introduction to Entrepreneurship ^.....	3
<b>ENTREP-102</b> New Product Development .....	3
<b>ENTREP-104</b> Business Plan ^ .....	3
<b>ACCTG-102</b> Basic Office Accounting .....	3
<b>ENTREP-103</b> Strategic Business Communication 1 .....	3
<b>ENTREP-105</b> Projects in Entrepreneurship .....	3
<b>MKTG-102</b> Marketing Principles.....	3
<b>SOCSCI-197</b> Contemporary American Society .....	3

**CREDITS**  
Total credits needed to complete this diploma **30**

‡ Prerequisite required.  
^ Counts toward earning the Entrepreneurship certificate.  
Program curriculum requirements are subject to change.  
Current MATC students should consult their Academic Program Plan for specific curriculum requirements.  
MATC courses are offered in person, entirely online or partially online.  
Check each course's delivery options in Self-Service at [selfservice.matc.edu](https://selfservice.matc.edu).

**Location:** Downtown Milwaukee Campus, Online Campus  
**Start Dates:** August and January  
**Admission Requirement:** High school diploma or equivalent  
**Financial Aid Eligible:** Yes. Use code 003866 at [afsa.gov](https://afsa.gov).

**Program Description**  
This program will prepare you to unite your passion for your work with a viable business model. It also benefits those with a desire to own and operate their own business and is useful for individuals seeking new skills in their current jobs, career advancement or a job change. MATC's Entrepreneurship Center is on the Downtown Milwaukee Campus in Room M319.

**Career Outlook**  
As the global economy shifts to a leaner, faster environment, opportunities will be especially favorable for entrepreneurs.

- Program Learning Outcomes**
- Demonstrate an entrepreneurial mindset.
  - Develop a business canvas and/or plan.
  - Outline business operational plan.
  - Develop a business marketing plan.



**Complete Program Details**  
**QUESTIONS?** 414-456-5323, 414-297-8903 or [leadpathway@matc.edu](mailto:leadpathway@matc.edu)