

# Self-Employment/Small Business

17-145-1 Technical Certificate

## Overview

The Self-Employment/Small Business certificate is a series of customized courses designed for prospective or existing business owners, business managers, self-employed individuals, and entrepreneurs. WITC-certified business instructors and community mentors will provide relevant and innovative learning experiences. Hands-on activities in business planning, marketing, customer service, financial management, and business communications will be included. The curriculum has been specifically designed to be performance-based and project-oriented. Students will research, plan, and implement effective business concepts. Work-based learning experiences will be an integral part of this certificate.

Offered at:



WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE

**Ashland**  
**\*New Richmond**  
**\*Rice Lake**  
**\*Superior**  
\*Also available  
online at  
**witc.edu**

## Special Feature

To maximize the use of technology and instructional flexibility, classes are accessible via online instruction. Coursework may be taken toward certificate completion or for personal interest.

To earn this certificate, you must complete 10 credits of required coursework. After completing the base certificate, additional credentials may be obtained in a specialization area such as office/accounting operations, management, or marketing.

## Student Profile

As a Self-Employment/Small Business student, you should:

- Be self-employed, an owner of a small business, or have an interest in entrepreneurship
- Be interested in expanding your skills in operating a business
- Work independently
- Have basic computer skills
- Work under pressure
- Handle multiple tasks and distractions
- Understand general business practices

## Preparation for Admission

The following experiences will help you prepare for this certificate:

- Computer skills
- Business Math and/or Accounting
- General business concepts
- Basic problem-solving skills
- Prior work experience
- Ability to work independently

## Outcomes

After completion of the Self-Employment/Small Business certificate, you should be able to:

- Analyze business needs and opportunities.
- Identify sources and options for financing.
- Prepare a business plan.
- Evaluate cash flow principles.
- Identify and display features of an effective business operator.
- Create an all-inclusive customer service plan.
- Access eCommerce challenges and opportunities.

- Organize productive work teams.
- Incorporate business networking.
- Develop a long-term strategic marketing plan.
- Manage resources and risks to attain financial profitability.
- Apply legal and ethical principles.

## Career Outlook

The Self-Employment/Small Business certificate will provide students with skills essential for success as an entrepreneur, small business owner, small business manager, or in self-employment.

## Curriculum

Number	Course Title	Credits
10104102	Marketing Principles	3
10145180	Organizing Your Small Business	2
10145181	Financial Management for Your Small Business	2
10145184	Writing a Business Plan for Small Business <sup>▲</sup>	2
10196108	Customer Service	1
CERTIFICATE REQUIREMENTS		10

<sup>▲</sup> This course requires a prerequisite and/or corequisite, and must be completed with a grade of "C-" or better.

## Course Descriptions

### 10104102

#### Marketing Principles - Credits: 3

This course focuses on the marketing process as it relates to the operation of a business enterprise. The intent is to provide students with an understanding of how the marketing function fits within the overall structure of the organization. Special attention is given to the role and significance of evaluating customer needs, pricing, distribution, and promotion of products and services.

### 10145180

#### Organizing Your Small Business- Credits: 2

Explores the components of small business ownership by examining a variety of small business startup and operation scenarios. Assesses your own readiness to begin the entrepreneurial adventure.

### 10145181

#### Financial Management for Your Small Business- Credits: 2

Emphasizes the importance of good record keeping systems, reports, and the records necessary for a small business. Financial analysis techniques are explored through hands-on income statements and cash flow projections for small businesses. Financial and other technical support resources are identified throughout the course.

### 10145184

#### Writing a Business Plan for Small Business- Credits: 2

Focuses on the business plan as a necessary component to beginning a small business. It addresses facets of the business plan from observing various types of plans to realizing readiness to begin one. Preparation of a business plan, as well as presentation of the plan, is required for this course. PREREQUISITES: 10145180 Organizing Your Small Business and 10145181 Financial Management for Your Small Business.

### 10196108

#### Customer Service- Credits: 1

This course examines customer service as it relates to organizational quality. It addresses service models for internal and external customers, systems and strategies applied to customer service, and tools and techniques for gathering customer feedback and handling complaints.