

# Entrepreneurship Program

## Entrepreneurship is the American Dream!

Are you a highly motivated, innovative, take charge type of person who thrives on taking risks? You just might be a candidate for CVCC's Entrepreneurship Program.

Small business generated the majority new jobs in the past decade. It's expected to do the same in the next decade. Catawba Valley Community College can help you prepare for starting and successfully running your own business through the Entrepreneurship Program.



## What You'll Get

We focus on the key principles of entrepreneurship. This is not a general business program. Our goal is to develop your entrepreneurial vision to recognize opportunities, make solid decisions and realize your dream. You'll learn critical thinking and problem solving skills that can be used in any area of business.

## Our 65-credit-hour degree focuses on:

- The entrepreneurial aspect of business planning
- Innovation and creativity
- Business funding
- Marketing

Flavored with real-life case studies, you'll be able to apply the skills you learn in other courses. In addition to the specific entrepreneurship courses, other business and computer courses are included to provide a well-rounded educational experience.

## **Enhance Skills You Already Have**

Do you already have the skills or technical education to operate a business, but need the business know-how? Our **Entrepreneurship Certificate** connects those two worlds. In just 16 credit hours, you can gain the insight needed to get your business off to a solid start.

## **An Education On Your Timetable**

CVCC's Entrepreneurship Program is offered over the Internet. Study when and where you want to. Our program is very student friendly and offers interactive activities to enhance your learning experience.



## **Who Are The Faculty?**

They have 50 years of combined experience in the start-up and management of small businesses. Their experience lies in manufacturing, specialty retailing, real estate and services. They have specific education and certifications in key management functions and are members of related professional associations.

**For more information regarding  
our Entrepreneurship Programs,  
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