



# ENTREPRENEUR

## Technical Diploma Program Code: 30-145-2 Total Credits: 16

Mid-State's Entrepreneur program prepares students to provide the vision for their created business as well as lead staff management, financial planning, marketing strategies, HR functions, and the development of policies and procedures. Graduates will also be equipped to integrate their knowledge and skills within existing organizations. Through a wide variety of activities, students will explore vital components of entrepreneurial practices such as business plan development, financial principles, staffing needs and support, modern marketing strategies, and effective communication skills—all to successfully start and sustain their own business.

**Estimated tuition and fees:** [mstc.edu/programcosts](http://mstc.edu/programcosts)

### ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit [mstc.edu/advising](http://mstc.edu/advising).

### NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- Submit a Mid-State application at [mstc.edu/apply](http://mstc.edu/apply).
- Send official transcripts to:  
Mid-State Technical College  
Student Services  
1001 Centerpoint Drive  
Stevens Point, WI 54481
- Complete the Free Application for Federal Student Aid (FAFSA) at [fafsa.gov](http://fafsa.gov). Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at [mstc.edu/financial-aid](http://mstc.edu/financial-aid).
- Set up student MyCampus account at [mstc.edu/mycampus-assistance](http://mstc.edu/mycampus-assistance).
- Schedule a New Student Advising appointment at [mstc.edu/advising](http://mstc.edu/advising).



[mstc.edu](http://mstc.edu) • 888.575.6782 • TTY: 711



**ADAMS CAMPUS**  
401 North Main  
Adams, WI 53910

**MARSHFIELD CAMPUS**  
2600 West 5th Street  
Marshfield, WI 54449

**STEVENS POINT  
DOWNTOWN CAMPUS**  
1001 Centerpoint Drive  
Stevens Point, WI 54481

**WISCONSIN RAPIDS CAMPUS**  
500 32nd Street North  
Wisconsin Rapids, WI 54494

# CAREER PATHWAY • BEGIN AT ANY POINT



## CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at [mstc.edu/cpl](http://mstc.edu/cpl).

## BUSINESS COMMUNICATIONS FOUNDATIONS

Certificate • 9 Credits

## BUSINESS LEGAL FOUNDATIONS

Certificate • 6 Credits

## BUSINESS OFFICE FOUNDATIONS

Certificate • 6 Credits

## FOUNDATIONS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

## HUMAN RESOURCES FOUNDATIONS

Certificate • 6 Credits

## LEADERSHIP FOUNDATIONS

Certificate • 6 Credits

For more information and additional opportunities, visit [mstc.edu/career-accelerator](http://mstc.edu/career-accelerator).

## CUSTOMER RELATIONSHIP PROFESSIONAL ENTREPRENEUR

Technical Diploma • 12 Credits

Technical Diploma • 16 Credits

### Start Your Career

- Call Center Agent
- Customer Care Representative
- Customer Service Representative

### Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO

## HUMAN RESOURCES ASSISTANT

Technical Diploma • 32 Credits

## OFFICE SUPPORT SPECIALIST

Technical Diploma • 32 Credits

### Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

### Start Your Career

- Administrative Assistant
- Office Assistant
- Receptionist

## BUSINESS MANAGEMENT

Associate in Applied Science (AAS) • 64-65 Credits

### Start Your Career

- Account Executive
- Department Supervisor
- Office Manager

## BACHELOR'S DEGREE OPTIONS

For those interested in continuing their education, Mid-State offers transfer agreements with various four-year colleges and universities. For more information and additional opportunities, visit [mstc.edu/transfer](http://mstc.edu/transfer).

## OTHER OPTIONS

### RELATED PROGRAMS

- Human Resources
- Project Management
- Leadership Development



## SAMPLE FULL-TIME CURRICULUM OPTION

Term		16 credits
10101140	Accounting 1 <a href="#">↗</a>	3
10102101	Intro to Business <a href="#">↗</a>	3
10102104	Business Law <a href="#">↗</a>	3
10102232	Entrepreneurial Foundations <a href="#">↗</a>	1
10104102	Marketing Principles <a href="#">↗</a>	3
10106106	Quality Customer Service <a href="#">↗</a>	3
<b>Total credits</b>		<b>16</b>

[↗](#) This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at [mstc.edu/cpl](http://mstc.edu/cpl) or contact your advisor for details.

Please Note:

- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to [mstc.edu/schedule](http://mstc.edu/schedule).

## SAMPLE PART-TIME CURRICULUM OPTION

Term		7 credits
10102101	Intro to Business <a href="#">↗</a>	3
10102232	Entrepreneurial Foundations <a href="#">↗</a>	1
10106106	Quality Customer Service <a href="#">↗</a>	3
Term		9 credits
10101140	Accounting 1 <a href="#">↗</a>	3
10102104	Business Law <a href="#">↗</a>	3
10104102	Marketing Principles <a href="#">↗</a>	3
<b>Total credits</b>		<b>16</b>

## COURSE DESCRIPTIONS

### Accounting 1 [↗](#)

**10101140.....3 credits**

A beginning course designed especially for majors or those who need a strong foundation in accounting principles. Develops the accounting cycle of journaling, posting, adjusting, closing, and reporting. Also emphasizes service and merchandising sole proprietorships in developing the accounting cycle. Explores issues for accounting for cash, accounts and notes receivable, inventories, and fixed assets.

### Business Law [↗](#)

**10102104.....3 credits**

Introduces the basic foundation of laws and regulatory systems applicable to the business environment. Students examine the UCC, contract torts, agency law, and business and cybercrime. Students apply business legal theory in conjunction with ethical decision making through practical application.

### Entrepreneurial Foundations [↗](#)

**10102232.....1 credit**

Learners study entrepreneurial practices by exploring components of a startup business plan. This includes comparing ways of going into business as well as developing marketing, legal, financial, products/services, management, and operations plans for a small business of their choice.

### Intro to Business [↗](#)

**10102101.....3 credits**

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

### Marketing Principles [↗](#)

**10104102.....3 credits**

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

### Quality Customer Service [↗](#)

**10106106.....3 credits**

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.