COUNTY COLLEGE OF MORRIS

ENTREPRENEURSHIP

Certificate of Achievement

WHY STUDY ENTREPRENEURSHIP?

Ever dreamed of being your own boss, setting your own schedule, or turning a passion into a career? That's what entrepreneurship is all about! Small businesses are everywhere, from coffee shops to food trucks to tech start-ups and online boutiques but they all have one thing in common: they're fueled by creative thinkers who want to make an impact.

Entrepreneurship isn't just about numbers! It's about ideas, grit, and the thrill of building something from the ground up. Think of trailblazers like Walt Disney, Steve Jobs, or Oprah Winfrey; people who saw opportunities where others saw challenges.

Did you know nearly 63% of all new jobs in the U.S. come from small businesses? The U.S. Small Business Administration currently reports 34.8 million small businesses! That's millions of opportunities created by people who decided to take an idea and make it real. Right here in New Jersey, almost half of the workforce (1.9 million people) are employed by small businesses. And with over 1.1 million small businesses in NJ alone, they make up 99.7% of all companies in the state.

So why do people take the leap?

- 57% want the freedom of being their own boss.
- 54% want to build more wealth.
- 42% want flexibility and control over their time.
- 30% want to turn their passions into a career.

Will YOU take the leap?

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CAREER OPPORTUNITIES

Entrepreneurship opportunities may be pursued in a variety of industries including:

- Accommodation and Food Services
- Agriculture and Food Production
- Arts, Entertainment, and Recreation
- Construction
- Education and Training Services
- Energy and Environmental Services (Green Business)
- Financial Services
- Health Care
- Information Technology / Digital Media
- Manufacturing and Product Design
- Nonprofit and Social Enterprise Sectors
- Personal and Consumer Services (e.g., Fitness, Beauty, Events)
- Professional Services
- Real Estate / Rental and Leasing
- Retail
- Scientific and Technical Services
- Transportation and Warehousing

CONTACT INFORMATION

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WHAT YOU WILL LEARN

Starting a business is exciting, but it's also an adventure with twists and turns. Through this certificate, you'll explore:

- Generating, creative ideas
- Launching and running a small business
- Marketing strategies that actually get attention
- Managing money, people, and your own time
- The secrets to staying motivated even when things get tough

It's hands-on, practical, and designed to help you see what it really takes to bring your ideas to life.

WHY CCM?

At CCM, you won't just sit in a classroom! You'll learn from professors who have real-world experience running and advising businesses.

You'll take courses like Entrepreneurial Mindset and Innovation, and Small Business Operations, plus you'll select electives in Social Media Marketing, Business Law, or Accounting to customize the CCM program to fit your goals.

The CCM Entrepreneurship Certificate can help you turn ambition into action, giving you the tools, mindset, and connections to launch your own business or join the thriving small business economy.

WHERE YOU CAN GO!

This 15-credit certificate can stand alone as a powerful credential or pair perfectly with a Business Administration degree. Whether you dream of launching a start-up, growing a side hustle, or transferring to a four-year program, this certificate helps you take the leap.

CURRICULUM - 0401

CORE COURSES (9 CR)

Small Business Operations	BUS 219	3
Principles of Marketing I	MKT 113	3
Entrepreneurial Mindset and Innovation	BUS 210	3

ELECTIVE COURES (6 CR)

Students must select 6 credits from the following:

Social Media Marketing	MKT 208	3
Business Law I	BUS 213	3
Computerized Accounting	ACC 105	3

TOTAL **15**

Note: You must see a faculty advisor to plan your sequence of courses. For the most up-to-date listing of courses, see the Curriculum Checklist.