



# 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).

### CHECKLIST:

This section will be completed when meeting with your academic advisor.

- FAFSA ([www.fafsa.gov](http://www.fafsa.gov))
- Financial Aid Form(s)  
Form(s): \_\_\_\_\_
- Follow-Up Appointment:  
Where: \_\_\_\_\_  
When: \_\_\_\_\_  
With: \_\_\_\_\_
- Official Transcripts  
Mid-State Technical College  
Student Services Assistant  
1001 Centerpoint Drive  
Stevens Point, WI 54481
- Other: \_\_\_\_\_  
\_\_\_\_\_



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

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

**STEVENS POINT 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 SKILLS

Certificate • 9 Credits

### FUNDAMENTALS OF BUSINESS ADMINISTRATION

Certificate • 9 Credits

### HUMAN RESOURCES FOUNDATIONS

Certificate • 9 Credits

### SMALL BUSINESS ENTREPRENEURSHIP

Certificate • 9 Credits

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



### CUSTOMER RELATIONSHIP PROFESSIONAL

Technical Diploma • 12 Credits

#### Start Your Career

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

### ENTREPRENEUR

Technical Diploma • 16 Credits

#### Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO



### HUMAN RESOURCES ASSISTANT

Technical Diploma • 32 Credits

#### Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

### OFFICE SUPPORT SPECIALIST

Technical Diploma • 32 Credits

#### 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

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Herzing University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, University of Maryland Global, University of Phoenix, UW-Green Bay, UW-Oshkosh, UW-Stevens Point, UW-Stevens Point at Marshfield, UW-Stout, UW-Whitewater, Viterbo University, Western Governor's University, and Wisconsin Private-Nonprofit Universities/Colleges.

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

## OTHER OPTIONS

### RELATED PROGRAMS

- Human Resources
- Project Management
- Leadership Development

**PROGRAM OUTCOMES**

Employers will expect you, as an Entrepreneur graduate, to be able to:

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

**TECHNICAL SKILLS ATTAINMENT**

The Wisconsin Technical College System (WTCS) has implemented a requirement that all technical colleges measure program outcomes attained by students. This requirement is called Technical Skills Attainment (TSA). The main objective of TSA is to ensure graduates have the technical skills needed by employers. Students will complete a performance-based business plan in the Entrepreneurial Management course to fulfill the TSA requirement.

**NOTES:**

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**STUDENT HANDBOOK**

Visit [mstc.edu/studenthandbook](https://mstc.edu/studenthandbook) to view Mid-State’s student handbook, which contains information about admissions, enrollment, appeals processes, services for people with disabilities, financial aid, graduation, privacy, Mid-State’s Student Code of Conduct, and technology.

**GRADUATION REQUIREMENT**

The GPS for Student Success course is required for all Mid-State program students and is recommended to be completed before obtaining 12 credits. (Not counted in the total credit value for this program.) Some students are exempt from this requirement. Please see your program advisor for more information.

**GPS for Student Success**

**10890102 ..... 1 credit**  
 Integrate necessary skills for student success by developing an academic plan, identifying interpersonal attributes for success, adopting efficient and effective learning strategies, and utilizing Mid-State resources, policies, and processes. This course is recommended to be completed prior to obtaining 12 credits and is a graduation requirement unless you receive an exemption from your program advisor.

**ADDITIONAL COURSES AS NEEDED**

The following courses may be recommended or required if the student does not achieve minimum Accuplacer scores.

**College Reading and Writing 1**

**10831104 .....3 credits**  
 Provides learners with opportunities to develop and expand reading and writing skills to prepare for college-level academic work. Students will employ critical reading strategies to improve comprehension, analysis, and retention of texts. Students will apply the writing process to produce well-developed, coherent, and unified written work.

**Pre-Algebra**

**10834109 .....3 credits**  
 Provides an introduction to algebra. Includes operations on real numbers, solving linear equations, percent and proportion, and an introduction to polynomials and statistics. Prepares students for elementary algebra and subsequent algebra-related courses.

## 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	1
10104102	Marketing Principles <a href="#">↗</a>	3
10106106	Quality Customer Service	3

**Total credits 16**

[↗](#) 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	1
10106106	Quality Customer Service	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

**Total credits 16**

## 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.