



ENTREPRENEURSHIP

Technical Diploma Program Code: 31-145-2 Total Credits: 30

Mid-State's Entrepreneurship 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

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.

CHECKLIST:

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

- ☐ FAFSA (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: _____



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 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

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.

CERTIFICATE

BUSINESS SKILLS

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.

TECHNICAL DIPLOMA

ENTREPRENEURSHIP

Technical Diploma
30 Credits

Start Your Career

- Business Owner
- Entrepreneur
- Founder/CEO

HUMAN RESOURCES ASSISTANT

Technical Diploma
27 Credits

Start Your Career

- HR Generalist
- HR Recruitment Coordinator
- Job Analyst

PROJECT MANAGEMENT

Technical Diploma
24 Credits

Start Your Career

- Project Manager
- Implementation Manager
- Project Leader

ASSOCIATE IN APPLIED SCIENCE (AAS)

BUSINESS MANAGEMENT

Associate in Applied Science (AAS) • 63-64 Credits

Start Your Career

- Account Executive
- Department Supervisor
- Office Manager

BACHELOR'S DEGREE

BACHELOR'S DEGREE OPTIONS

Arizona State University, Bellevue University, Colorado State University Global, Concordia University, Franklin University, Grand Canyon University (GCU), Indiana Wesleyan University, Lakeland University, Milwaukee School of Engineering (MSOE), Mount Mary University (MMU), Northern Michigan University, 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.

OTHER OPTIONS

RELATED PROGRAMS

- Administrative Professional
- Customer Relationship Professional
- Leadership Development
- Office Support Specialist

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

- ## TECHNICAL SKILLS ATTAINMENT

NOTES:

Visit 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.






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

108311043 credits

108341093 credits

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SAMPLE FULL-TIME CURRICULUM OPTION

Term		15 credits
10102101	Intro to Business 	3
10102104	Business Law 	3
10103106	Microsoft Office-Introduction 	3
10104102	Marketing Principles 	3
10801195	Written Communication 	3

Term		15 credits
10102110	Employment Law	3
10102121	Finance and Budgeting 	3
10102131	Entrepreneurial Management	3
10196193	Human Resource Management	3
10801198	Speech 	3

Total credits 30




📌 This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at 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**.

NOTES:

SAMPLE PART-TIME CURRICULUM OPTION

Term		9 credits
10102101	Intro to Business 	3
10103106	Microsoft Office-Introduction 	3
10104102	Marketing Principles 	3

Term		9 credits
10102121	Finance and Budgeting 	3
10196193	Human Resource Management	3
10801195	Written Communication 	3

Term		6 credits
10102104	Business Law 	3
10801198	Speech 	3

Term		6 credits
10102131	Entrepreneurial Management	3
10102110	Employment Law	3

Total credits 30

COURSE DESCRIPTIONS

Business Law ☒

101021043 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.

Employment Law

101021103 credits

Introduces a broad scope of employment laws and provides the opportunity to apply these laws to the employment arena. Includes laws relating to anti-discrimination, including the Civil Rights Act, ADEA, and ADA; wage and hour regulation, including FLSA; employer-provided pensions, including ERISA; health insurance, including COBRA and ACA; and unemployment and worker's compensation insurance.

Entrepreneurial Management

101021313 credits

Introduces students to the concept of entrepreneurship. Learners study entrepreneurial practices primarily by developing a business plan for a venture of their choice. 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. Entrepreneurial behavior within companies is examined.

Prerequisite: Nine core credits from a 102, 103, 109, 196, or 623 program code.

Finance and Budgeting ☒

101021213 credits

For the nonfinancial manager, this course introduces the language of accounting, finance, and budgeting. Provides an overview of the use and analysis of financial statements. Business planning and the foundations and development of budgets are explored. Business financing basics and the securing of necessary financing for a business are covered. Practical application of financial statement creation and analysis, budgetary activities, and finance calculations are included.

Human Resource Management

101961933 credits

Applies skills and tools necessary to perform human resource functions in an organization. Each learner demonstrates skill in following EEOC laws; writing job descriptions; recruiting, selecting, and orienting employees; developing policies and procedures; developing and conducting training; designing performance appraisal plans; developing employee development plans; and selecting compensation and benefit strategies.

Prerequisite: Nine core credits from a 102, 103, 109, 196, or 623 program code.

Intro to Business ☒

101021013 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 ☒

101041023 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.

Microsoft Office-Introduction ☒

101031063 credits

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer, and web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook. Students should possess basic keyboarding, mouse, and Windows 10 skills. Students may develop these skills in the LiNK while concurrently enrolled in this course.

Speech ☒

108011983 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Bring transcripts for further evaluation if they do not meet these requirements.

Prerequisite: High School GPA of 3.0 or Accuplacer Reading of 253, Writing of 262, or ACT of 21 Reading/19 Writing, or completion of College Reading and Writing 1 10831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.

Written Communication ☒

108011953 credits

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

Prerequisite: High School GPA of 3.0 or Accuplacer Writing of 262 or ACT of 20 or College Reading and Writing 1 10831104 with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements. Proficiency in word processing skills recommended.