

*VENTURE CREATION & MANAGEMENT ("BUILD YOUR BUSINESS") - Technical Studies A.A.S.

PROGRAM INFO

Minimum credits: 67

Length: 4 semesters
(2 years), if suggested
full-time course
sequence is followed

Career opportunities:

Earnings for small
business owners will vary
based on location, type of
business, etc. The top five
high-growth businesses
2015 were: IT, Advertising
& Marketing, Business
Products & Services,
Health, and Software.

(Source: Kauffman Foundation)

Since the recession of
2009-11, small businesses
have accounted for

67% of net new jobs.

*(Source: US Small Business
Association)*

Division: Business,
Engineering, & Industrial
Technologies

Contact: 434.797.8440
or 434.797.8474

For course descriptions,
visit danville.edu/catalog

***Pending approval for Fall 2017 startup**

The Venture Creation degree program teaches students the skills to launch and manage their own viable small business venture. The program consists of a 20-credit core curriculum of financial, marketing, management, and IT courses and a customized menu of courses in specialty skill areas, such as Hospitality, Air Conditioning, Auto Body, Drafting, Welding, Cosmetology, Child Care, Digital Art & Design, Digital Photography, Website Design, etc. Additional electives may include courses to enhance the student's entrepreneurial skills, such as Buying, Retailing, Internet Marketing, Professional Selling, Supervision, Business Law, Web Design, etc. Students must select electives with approval of the program advisor to develop a true skill set associated with operating an independent business venture.

Program Outcomes

Graduates of this program will be able to:

1. Perform a service or generate a product that can feasibly be marketed as the foundation of a business venture;
2. Create a business plan that can be used to start & fund a small business start-up or expansion;
3. Perform small business accounting tasks & understand the forms & documents associated with managing a small business accounting system;
4. Demonstrate human relationship skills used to successfully interrelate with customers, associates, employees, & superiors in a business setting;
5. Understand essential legal & regulatory requirements for small business;
6. Recognize the features, advantages, & disadvantages of business ownership categories (e.g., proprietorship, partnership, corporation, etc.); and
7. Develop marketing strategies for successful products and services.

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Course Sequence		Lecture Hrs	Lab Hours	Hrs in Class	Credits
First Semester					
ITE 115/	Intro to Computer Applications OR				
ITD 115	Web Page Design & Site Mgmt.	2-3	0-2	3-4	3
ENG 111/115/	College Composition OR Technical Writing				
ENG 131	OR Technical Report Writing	3	0	3	3
	3 - Skill or entrepreneurship electives (3 credits each)				9
SDV 100	College Success Skills	1	0	1	1
	Total	15-16	0-2	16-17	16
Second Semester					
ACC 220/	Accounting for Small Business OR				
ACC 111/ FIN 215	Accounting 1 OR Finance	3	0	3	3
ECO 120/	Survey of Economics OR				
PSY 126	Psychology for Business	3	0	3	3
	4 - Skill or entrepreneurship electives (3 credits each)				12
	Total	18	0	18	18
Third Semester					
BUS 165	Small Business Management	3	0	3	3
HLT/PED	Health/Physical Ed.	0	2	2	1
MKT 110/216/	Selling OR Retailing OR				
MKT 228/281	Promotion OR Internet Marketing	3	0	3	3
BUS 199	Supervised Study	1	0	1	1
HUM 198	Sem. & Proj. in Humanities (or approved sub)	3	0	3	3
	2 - Skill or entrepreneurship electives (3 credits each)				6
	Total	16	2	18	17
Fourth Semester					
BIO 100	Basic Human Biology (or approved sub)	3	0	3	3
BUS 236/CST 100	Business Commun. OR Public Speaking	3	0	3	3
BUS 299	Supervised Study	1	0	1	1
BUS 298/BUS 297	Seminar & Project OR Coop. Education*	3	0	3*	3
	2 - Skill or entrepreneurship electives (3 credits each)				6
	Total	16	0	16*	16

*If a student participates in BUS 297, Cooperative Education, contact hours would equate to 15 hours of internship-style work per week for the duration of the semester.