



Entrepreneurial Studies C.C.

Curriculum Code: 1805

Effective: Fall 2021 – Summer 2026

Description

This program consists of practical hands-on courses that provide students with the basic business knowledge and skills necessary to consider when starting a small business.

Contact Information

Contact the Business and Economics Department, Gannon Building, Room 1222, telephone number 517-483-1522, or the Academic Advising Department, Gannon Building – StarZone, telephone number 517-483-1904.

Program of Study Required Courses

Course Code	Course Title	Credit / Billing Hours
ACCG 161	Accounting with Quickbooks	2 / 2
BUSN 157	Business Feasibility Analysis	2 / 2
BUSN 260	Starting a Business	4 / 4
BUSN 261	Writing a Business Plan	2 / 2
MKTG 200	Principles of Marketing	3 / 3

Program of Study Required Courses, Limited Choice – *Select a minimum of one course, three credits*

Course Code	Course Title	Credit / Billing Hours
ACCG 101	Accounting Info for Management	3 / 3
ACCG 160	Payroll Systems and Taxes	2 / 2
MGMT 201	Time Management for Business	1 / 1
MGMT 225	Prin of Management & Leadership	3 / 3
MKTG 119	Mktg/Manage Your Profess Image	3 / 3

Total Credit Hours

16 credits / 16 billing hours

Recommended Course Sequence

Semester I	Semester II
ACCG 161	BUSN 261
BUSN 157	MKTG 200
BUSN 260	Limited Choice