Interested in running your own business or climbing the corporate ladder?

Develop skills to write a successful business plan, market a new idea, dig into data, manage teams, and develop project management skills that will support any future career choice.



In-Demand Business Occupations

Minnesota Salary Range: $65,361 - 156,890

Bachelor's Degree

- Human Resources Specialist
- Project Management Specialist
- Training and Development Specialist
- Financial and Investment Analyst
- Accountant and Auditor
- Personal Finance Advisor
- General and Operations Manager
- Marketing Manager

Course Number	Course Name	Credits	Graduation Requirement	Articulated College Credit
93511 93711	Entrepreneurship Principles of Marketing	1.0	Elective	Yes

Entrepreneurship - 93511
Ever thought of running your own business? Learn how to research the potential success of your business idea, write a business plan, and keep accurate records. Topics include accounting, marketing, human resources, insurance, financial management, banking and evaluate the costs and benefits of an entrepreneurial venture. *This course is a prerequisite for course 93711.*

Principles of Marketing - 93711
Learn how to successfully advertise and market products to a customer. Learn basic concepts of marketing, product development, pricing strategies, channels of distribution, promotion, and buyer behavior. Increase your social awareness as you analyze and define a market need, conduct research and develop a market strategy that addresses product, price, place, and promotion.

93301AO	Personal Finance	.5	Personal Finance	No

Personal Finance - 93301AO (Online Only, except at EHS)
Learn how to manage your money. This course focuses on personal and family resource management. Learn how to create a realistic household budget, plan for unexpected financial events, evaluate financial and banking services, design an investment portfolio, and complete personal income tax forms. Great preparation for living on your own! *This course meets the MPS Personal Finance graduation requirement.*

93506AO	Introduction to Business	.5	Elective	Yes

Introduction to Business - 93506AO (Online Only, except at EHS)
Take the first step in understanding what it takes to run a successful business. This class will explore business ownership, ethics, decision-making, and business from a local and global perspective through hands-on projects and business simulations.

