



Business Management & Entrepreneurship

2-Year Program

Plattsburgh Campus

Students will learn extensive financial, marketing, and administrative concepts and procedures; including but not limited to business communications, business systems and management, and entrepreneurship. In collaboration with industry leaders, students will apply the business skills gained to conceive, plan, and create a business plan. Students will create a professional portfolio that will provide a winning edge for immediate or future employment. Students may also have the opportunity to earn dual and articulated college credit forging multiple pathways to further education or directly into the workplace.



Program Highlights

- Introduction to Business & Communications
- Principles of Accounting
- Principles of Marketing
- Microcomputer Applications
- Microsoft Office Suite
- Public Speaking & Presentations
- HIPAA Regulations & Confidentiality
- Office Procedures
- Professional Portfolio Preparation
- Internships

Career Connections

- Accountant/Auditor
- Account Clerk
- Administrative Assistant
- Bookkeeper
- Business Teacher
- Chief Executive
- Customer Service Specialist
- Data Entry Clerk
- Entrepreneur
- Financial Analyst/Advisor
- General Operations Manager
- Insurance/Billing Clerk
- Marketing Specialist/Director
- Office Manager

Articulation Agreements

- Clinton Community College
- North Country Community College

Certifications

- First Aid/CPR
- AED Certifications
- NWRC/21st Century Skills

Course of Study

Business Communications

- Internal & External Communications
- Verbal, Nonverbal & Written Communications
- Media Channels for Business Communications

Business Organization and Management

- Introduction to Business
- Entrepreneurship & Legal Forms of Business
- Marketing Management

Ethics, Law & Compliance

- Ethics & Workplace Professionalism
- HIPAA Regulations
- Safety in the Workplace

Employment Preparedness

- Professional Portfolio Preparation
- On the Job Work Experience/Internships
- Shadowing Opportunities

Financial Management and Accounting

- Accounting, Finance & Banking
- Insurance and Coding
- Billing, Reimbursement & Collections
- Accounts Receivables, Payables & Payroll
- Budgeting, Fiscal Reports & Reconciliation

Health/Medical Applications

Office Management

Public Speaking

- Develop Strong Public Speaking Skills
- Effectively Evaluate Oral Presentations
- Prepare, Plan, Draft & Practice the Delivery of Presentations

Technical Skills

- Microcomputer Applications