



Program: Entrepreneurship

Generic Employability Skills

- **Communication Skills**
 - understand and speak the language of the trade/occupation
 - listen, read, write and speak effectively in work settings
 - target marketing to sell products
- **Technical Skills**
 - use technology, tools and information systems effectively
 - access and apply skills required in specific fields
- **Thinking Skills**
 - solve problems and make appropriate decisions
 - understand and solve problems involving mathematics and/or logic
 - show creativity to market product
- **Personal Management Skills**
 - display:
 - confidence and self-esteem
 - honesty, integrity and personal ethics
 - positive attitude toward learning and personal health
 - initiative, energy and persistence to get the job done
 - creativity and flexibility
 - accountability for actions taken
 - recognition of and respect for diversity and individual differences
- **Teamwork Skills**
 - respect the thoughts and opinions of others in the group
 - use “give and take” to achieve group results
- **Computer Skills**
 - keyboard efficiency
 - perform tasks requiring knowledge of specific software package (name software)
 - perform complex data or text entry requiring in-depth knowledge of a software package
 - performs tasks using Internet
- **Languages Spoken/Written Fluently**

Program Specific Skills

- Research opportunities
- Develop a business plan
- Prepare a mission statement
- Prepare an operating strategy
- Investigate funding sources
- Life cycle of ventures
- Leadership skills
- Human resource management
- Legal and ethical issues
- Needs assessment
- Organizational structures
- Evaluate progress of venture
- Bookkeeping for small business
- Financial management/analysis
- Management skills
- Advertising and sales promotion
- Principles of marketing
- Market analysis
- Risk analysis
- Goal setting
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