

Business Minutes 2015

Deleted one program certificate support

Entrepreneur program = Associate degrees= 3 certificate: marketing, business, management.
Redoing marketing certificate. What are they looking for when hiring that they don't see , **which skills do they need:**

speaking skills
technology savvy
confidential information within the company stays confidential
know the laws that change
game and retail meet together to see a better picture of the marketing industry
people misunderstand marketing communication due to much complex graphics ,
information need to be simple for people to digestion
the customer services and interpersonal communication needs to improved
have multiple views/ diverse background on the how to make company function
written context needs to be clear, straight to the point , understanding , simple English
teach students keys words that will catch customers attention
suggest blogging for company
some don't approve online classes, able to do groups discussions
We are in a generation that doesn't speaking to people
Be able to introduce themselves
Older generation needs to integrate on how to work with the new generation
learn how to switch to different media, switch gears, new sources
soft skills class, answering phones class
ability to persuade need to use their voice
learn innovation

Managing business finance veteran entrepreneur program:

business plan, business model
intellectual property
opportunities that are in the business world
startup franchise
learn how to get a license & bolts
homemade business
financing
business as a mindset
Know that it is a real business! not a fake business assignment
Talk about businesses you really want!

