

Palo Verde College

Program Outline Report

Program Basics

Program Title:	Small Business
Program Status:	Active from 2026-2027 Fall (2026FA)
Department:	Business
Award Type:	Certificate of Achievement (Credit)
Program/Catalog Description	This is the second sequence in the Small Business stackable certificates. Students are required to complete nine additional units, beyond the Small Business Certificate of Preparation, to further deepen their knowledge and skills in entrepreneurship, business ethics, and economics. Small businesses represent 3/4 of American businesses today. The curriculum is aligned with the demands of a network of private and public entities. Students gain meaningful core competencies necessary to successfully start, own, maintain, and nurture the complexities of a business. Students develop long-term strategies to ensure small businesses or operations are enriching experiences and rewarding careers. When this certificate is paired with the CALGETC pattern, the student will meet the criteria for the AA, Liberal Arts, emphasis in Business & Technology.
Control Number:	No value
Credential ID:	No value
Transferability:	No value
(SP01) Program TOP Code:	0506.40
(SP01) Program TOP Code:	Small Business and Entrepreneurship
(SP02) Student Program Award:	Certificate requiring 16 to fewer than 30 semester units
Maximum Credits:	25
Minimum Credits:	25
Curriculum Committee Approval Date:	12/11/2025
Board of Trustees Approval Date:	01/13/2026
External Review Approval Date:	01/13/2026

Proposal Details

Proposal Start:	2026-2027 Fall (2026FA)
What changes have been made to the program:	This is brand new.
Program Justification:	This is the second sequence in the Small Business stackable certificates. Students are required to complete nine additional units, beyond the Small Business Certificate of Preparation, to further deepen their knowledge and skills in entrepreneurship, business ethics, and economics. Small businesses represent 3/4 of American businesses today. The curriculum is aligned with the demands of a network of private and public entities. Students gain meaningful core competencies necessary to successfully start, own, maintain, and nurture the complexities of a business. Students develop long-term strategies to ensure small businesses or operations are enriching experiences and rewarding careers. When this certificate is paired with the CALGETC pattern, the student will meet the criteria for the AA, Liberal Arts, emphasis in Business & Technology.

Submission Rationale

- New Program

Program Requirements

Small Business Certificate of Achievement (Total 25)
Complete all of the following

ACC100 - Basic Accounting	4
BUS115 - Small Business Finance	3
BUS135 - Business Law	3
BUS206 - Marketing	3
MAN107 - Small Business Management	3
BUS104 - Small Business and Entrepreneurship	3
BUS210 - Business Ethics	3
ECONC2001 - Principles of Microeconomics	3

Recommended Sequences

No value

Program Outcomes

Small Business Certificate of Achievement

PSLO	Performance
1. Demonstrated fundamental understanding of the accounting, marketing, law and finance useful for managing a business.	70
2. Developed a concise but fully developed business plan for a new start-up company.	70
3. Demonstrated application of appropriate business ethics and microeconomics to small business and entrepreneurial case studies and scenarios.	0

Program Narrative

Narrative Item 1. Program Goals and Objectives

The Small Business certificate is designed to provide students with academic and practical skills for entry-level employment at small business entities. The goals are to develop basic competencies in accounting, finance, business law, marketing, management, ethics, entrepreneurship, and economics.

The Small Business certificate supports the College's Institutional goal to deliver and continuously improve upon quality educational programs emphasizing student learning leading to certification and personal growth and career enhancement. The Small Business program supports this goal by offering a Certificate of Achievement and courses in accounting, business, economics, and management serve to fulfill transferable requirements and/or electives.

The small business courses can be taken for lifelong learning. The program also supports the College goals by engaging in regular assessment, which leads to the identification of course and program weaknesses, and encourages relevant solutions to make ongoing improvements to the quality of the small business certificate.

Narrative Item 2. Catalog Description

This is the second sequence in the Small Business stackable certificates. Students are required to complete nine additional units, beyond the Small Business Certificate of Preparation, to further deepen their knowledge and skills in entrepreneurship, business ethics, and economics. Small businesses represent 3/4 of American businesses today. The curriculum is aligned with the demands of a network of private and public entities. Students gain meaningful core competencies necessary to successfully start, own, maintain, and nurture the complexities of a business. Students develop long-term strategies to ensure small businesses or operations are enriching experiences and rewarding careers. When this certificate is paired with the CALGETC pattern, the student will meet the criteria for the AA, Liberal Arts, emphasis in Business & Technology.

Narrative Item 3. Program Requirements

Complete all of the following

Required Core Courses (Total 25 units)

ACC 100 - Basic Accounting

BUS 115 - Small Business Finance

BUS 135 - Business Law

BUS 206 - Marketing

MAN 107 - Small Business Management

BUS 104 - Small Business & Entrepreneurship

BUS 210 - Business Ethics

ECO 106 - Microeconomics

Narrative Item 4. Master Planning (Not needed for Certificates of Career Preparation)

The Small Business certificate has been designed in order to provide students with the academic and practical skills for entry-level employment in small business entities. Such training prepares students for employment within a variety of public and private organizations, while also providing training for human services professionals who wish to expand their knowledge, their skills and overall preparation. Students gain meaningful core competencies necessary to successfully start, own, maintain, and nurture the complexities of a business. Students develop long-term strategies to ensure small businesses or operations are enriching experiences and rewarding careers.

When this certificate is paired with the CALGETC pattern, the student will meet the criteria for the AA, Liberal Arts, emphasis in Business & Technology.

Narrative Item 5. Enrollment and Completer Projections (Not needed for Certificates of Career Preparation)

Accounting, Business, Economics and Management courses continue being taught consistently, and small business stackable certificates will provide a more direct pathway for students wishing to pursue small business competencies, rather than alternate broad approaches to the AA, Liberal Arts, emphasis in Business and Technology., Business degrees, overall, have consistently been heavily sought after by our incarcerated students and we anticipate growth for local learners in the business division with this improved pathway.

Year	2022-23	2022-23	2023-24	2023-24	2024-25	2024-25
	Enrollment	Retention	Enrollment	Retention	Enrollment	Retention
ACC 100	88	84%	93	88.2%	94	87.8%
BUS 104	17	92.9%	45	97.7%	21	100%
BUS 115	41	89.2%	33	90.6%	74	93.2%
BUS 135	112	87.0%	97	94.5%	117	92.8%
BUS 206	42	91.9%	102	96.9%	51	98.0%
BUS 210	null	null	60	93.1%	55	90.7%
ECO 106	119	83.5%	160	94.1%	191	94.7%
MAN 107	106	84.4%	106	92.3%	96	87.4%

Narrative Item 6. Place of Program in Curriculum/Similar Programs (Not needed for Certificates of Career Preparation)

Palo Verde College has an ample inventory of courses and career advancement opportunities. However, the Business program is one of the most popular programs within the college inventory, as identified in the 2025-2033 Palo Verde College Comprehensive Education Plan (page 74).

Narrative Item 7. Similar Programs at Other Colleges in Service Area (Not needed for Certificates of Career Preparation)

The closest California community college to Palo Verde College is College of the Desert which is over 100 miles away from Palo Verde College and has a similar program.

College of the Desert offers a Small Business Certificate of Achievement with the following catalogue description: "his program is designed for prospective and current small business owners/managers, including Gig workers and free lancers, and those seeking to become significant contributors to small business as well as those interested in entrepreneurship within larger organizations. The curriculum is centered on an array of structural, relationship and process elements such as: financial and physical assets, leadership/management/customer issues, human relations, planning, and marketing. Elective courses allow the student to customize the program to their particular needs and interests while still ensuring the certificate recipient understands and demonstrates the knowledge required for small business/entrepreneur success."

LMI and Analysis

attached

Advisory Committee Recommendations (Not needed for Certificates of Career Preparation)

attached

Regional Consortia Recommendations (Not needed for Certificates of Career Preparation)

attached