



Diploma in Entrepreneurship and Business Scaling

Program Description

The Certificate in Entrepreneurship and Business Scaling is an intensive 8-week program designed for emerging entrepreneurs, ministry leaders, and innovation agents seeking to launch or expand their business ventures. This applied learning experience offers foundational training in business model development, customer discovery, capital and financing strategies, marketing, and scalable operations. Whether participants are starting a new project, growing a small business, or developing a social enterprise, the program emphasizes practical tools and agile strategies tailored to real-world entrepreneurial environments.

Program Objective

Designed to equip emerging entrepreneurs, small business owners, and innovative ministry leaders with the essential tools to launch, grow, and sustain high-impact initiatives. Over eight weeks, participants gain practical knowledge in business model design, financing strategies, customer development, digital marketing, and scalable operations through an agile, action-oriented learning format. With an emphasis on values-based leadership and real-world application, the program empowers students to identify market opportunities, formulate effective value propositions, and implement growth strategies with clarity and confidence.

Curriculum

Code	Course
BES 10	Entrepreneurial Mindset and Opportunity Recognition
BES 102	Business Model Design and Value Proposition
BES 103	Customer Discovery and Market Validation
BES 104	Startup Finance and Funding Strategies
BES 105	Branding, Marketing, and Digital Presence
BES 106	Operations, Systems, and Scalable Infrastructure
BES 107	Legal Structures, Risk, and Compliance
BES 108	Pitch Lab and Growth Strategies

Credential Awarded:
College Credit Certificate

64 hours
Format: Online

Estimated Duration:
8 weeks

Program Costs

Registration	\$500
Fees	\$100
Books & Supplies	\$150
Any other costs	N/A
Total program cost	\$750