



## STRENGTHENING WORKFORCE ALIGNMENT IN MONTANA'S MANUFACTURING AND ENERGY INDUSTRIES (SWAMMEI)

# Start Your Own Business Here!

SWAMMEI is a \$25 million grant, funded to create cost-effective training programs—accessible from anywhere in Montana—that link workers with jobs, enhance our manufacturing and energy workforce, and bolster the state's economic opportunities.

A partnership between Montana's two-year colleges and the Montana Department of Labor, SWAMMEI is designed to quickly train students for good paying jobs. The project also seeks to help motivated Montana students gain the skills they need to launch their own businesses. An online entrepreneurship endorsement has been created to give budding business owners an opportunity to learn more about the nuts and bolts of starting your own business.

## Entrepreneurship Courses

Available Fall 2016 from Missoula College

### BMGT 299 -- Entrepreneurship (Capstone)

(3 Credits)

An overview of the skills areas and business principles needed to start and operate a small business. Includes developing a business plan, identifying sources of capital formation, managing growth, and marketing issues related to new ventures

### BMKT 114 -- Psychology of Selling

(3 Credits)

This course will provide a foundation for effective media buying, use of social media and basic copywriting rules. This course also provides students skillsets to be used in customer relations and the process of relationship selling.



Montana entrepreneurs, Marrison Keenan (left) and Samuel Dauenhauer (right), founded Sweet Peaks Ice Cream in 2010 and now operate successful stores in Whitefish, Kalispell, Bigfork and Missoula.

Mickey Lyngholm

mickey.lyngholm@umontana.edu

406.243.7679

