

GET READY!

TO:

- Make good career decisions.
- Accelerate your job prospects.
- Learn how to impress your employer.
- Know how to “add value” to any organization you join.

HOW:

Look carefully at the Certificate Program in Free Enterprise Studies.

People today are bombarded with incorrect or biased information, and you need to view these conflicting perspectives and arrive at your own point of view. Leaders must do this every day. This program will enable you to **challenge conflicting positions, develop sound evidence and discern the path that leads to success.**

The Certificate Program in Free Enterprise Studies provides students with the knowledge and skills to make successful career decisions while learning how the American free market economy functions. Open to students from any major, the program adds to your degree and depending on your schedule, can be completed in one year or two.

No added costs, it is included in your tuition.

WHAT YOU GET:

- Added advantage in any job interview – show how you can add value quickly.
- Understanding of how markets, politics and economies function and interact.
- Critical thinking skills to enhance career decision making strategies.
- Enterprise building skills to create your own organization (business, non-profit, social movement).
- Permanent record on your academic transcript.

WHO: Open to all sophomores and juniors.



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NEXT STEPS:

1. Go to **SHC.EDU/BurkeCenter** and complete the Student Information Form.
2. Meet with the Director and learn more about this opportunity and your choices.
3. Get ready to jump start your career.

An “enterprise” is a project or undertaking that is especially difficult, complicated or risky (Merriam-Webster Dictionary). Thus, while it could be a new business entity, it could also be a nonprofit organization or even a social movement. To bring an enterprise from an idea into reality requires an understanding of the economic, social, cultural, political, competitive environments and the resources needed to succeed in this undertaking. The four courses in the Certificate Program combine to provide this foundation.

COURSE DESCRIPTIONS:

PHL 355: By the end of this course, students will have the philosophical background to morally evaluate competing worldviews and political and economic systems; they will have the economic background to speak and understand the language of economics; they will understand and be able to apply competing theories of social justice; they will know what the Catholic philosophical tradition says about capitalism and socialism; and they will be directly familiar with the capitalism-socialism debate and the relevant arguments. Finally, students will be able to apply moral principles to their own pursuit of innovation and entrepreneurship.

POL 389: By the end of this course students will understand how the current economic and political systems evolved from the Scottish Enlightenment of the 18th century, through the most important ideas in political economy over the subsequent 250 years, as free-market ideas extended in influence well beyond their Anglo-American roots. Students will be comfortable with the philosophical arguments for and against government regulation of markets; the evolution of key constitutional and legal institutions related to private property and contracts; as well as the social effects of trade, consumption and competition.

CFE 450: This is the first of a two-course sequence in which students understand the theoretical foundations and how to execute the processes for identifying unmet or inadequately met needs in an economic or societal setting, define those needs in measurable terms and develop effective solutions. Each student will engage in actively defining and measuring a market need in an area or topic of specific interest/focus for that student. Where appropriate, students with similar interests or complementary skills may be formed into project teams for course completion.

CFE 455: As the Certificate “capstone,” this is the second of a two-course sequence in which students engage in the process of converting a potential market-filling solution into a development plan for an entity that fulfills that need more effectively or more economically than existing alternative solutions. Each student will individually prepare the enterprise plan.

PROGRAM DETAILS:

Can be completed in either two or four semesters.

Four Courses

(Two core and two electives):

PHL 355

Markets and Morality

POL 389

Foundations of Free Markets and Free Societies

CFE 450

Understanding, Defining and Validating Market Needs

CFE 455

Enterprise Development

Two Semester Option:

(1) Fall: PHL 355, CFE 450

(2) Spring: POL 389, CFE 455

Four Semester Option:

(1) Fall: PHL 355

(2) Spring: POL 389

(3) Fall: CFE 450

(4) Spring: CFE 455

The Certificate in Free Enterprise is a twelve credit-hour program in conjunction with the John J. Burke Jr. Center for the Study and Advancement of Free Enterprise.



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