

UNDERGRADUATE CERTIFICATE IN

ENTREPRENEURSHIP

WHY STUDY ENTREPRENEURSHIP?

As you advance in your career, you'll need to be an entrepreneurial thinker. New ideas and innovation are what help companies grow. Whether you want to launch your own business, work in a smaller firm, or even work in a large competitive company, it's important that you understand what it takes to develop an idea, product, or process into a new business or to help an existing company expand.

Entrepreneurship Certificate students gain the knowledge and skills needed to assess new business opportunities, obtain financial resources, market and start new ventures, and manage entrepreneurial ventures for growth and profitability. As part of the certificate program, you will develop a business plan and present it to faculty and entrepreneurs for feedback, giving you a real flavor of what it takes to get a business off the ground.

CERTIFICATE OUTLINE

Some grade requirements, admission to major requirements and course restrictions may apply.

Non-business students may have additional requirements. Be sure to see a Lubar academic advisor for more information.

Required courses: 12 credits

BUS ADM 447 Entrepreneurship

BUS ADM 458 Venture Finance

BUS ADM 466 Business to Business Sales and Marketing

BUS ADM 492 Business Modeling of New Ventures

Students choose at least one additional course from the following: 3 credits

BUS ADM 380 Introduction to Real Estate

BUS ADM 444 Human Resources Management

BUS ADM 450 Intermediate Finance

BUS ADM 462 Marketing Research

BUS ADM 465 International Marketing

BUS ADM 467 Marketing Seminar

BUS ADM 490 Entrepreneur Internship

BUS ADM 495 Special Topics in Business (Entrepreneurial Topics)

TOTAL: 15 CREDITS

QUESTIONS? PLEASE CONTACT

Undergraduate Student Services • Lubar Hall, N297

414-229-5271 • uwmbba@uwm.edu • lubar.uwm.edu

COURSE DESCRIPTIONS

BUS ADM 380 Introduction to Real Estate Markets. 3 cr.

The course focuses on real estate investment decisions as they are made within the framework of institutional controls consisting of social, political, and economic forces. *Prereq: junior standing; Econ 104.*

BUS ADM 444 Human Resources Management. 3 cr.

An examination of the personnel function of the enterprise as an activity concerning all managers within the firm. General topics include the personnel function, maximizing human potential, supervision, and wage and salary administration. *Prereq: junior standing; admission to major; Bus Adm 330 or 331.*

BUS ADM 447 Entrepreneurship. 3 cr.

Study of creation, growth, or acquisition of business through entrepreneurial efforts. Nature of entrepreneurship process and organization of growth oriented companies. Topics include methods of financing, venture capital, leveraged buy-outs and acquisitions. *Prereq: junior standing; Bus Adm 350 or 351.*

BUS ADM 450 Intermediate Finance. 3 cr.

Theories of valuation, corporate governance and capital structure. Other topics explored such as dividend policy, financing methods, corporate and financial restructuring, and global financial management. *Prereq: junior standing; admission to major; Bus Adm 350 or 351 (grade "C" or better).*

BUS ADM 458 Venture Finance. 3 cr.

Corporate financial perspectives. Key institutional features of venture finance. Assess financial need, value of and claims on new ventures. Analyze contracts between entrepreneurs and outside vendors. Counts as repeat of Bus Adm 495 with similar title. *Prereq: junior standing; admission to major; Bus Adm 450.*

BUS ADM 462 Marketing Research. 3 cr.

Research process as an aid to decision-making in marketing management. Attention is given to planning research and the gathering, analysis and interpretation of information. *Prereq: junior standing; admission to major; Bus Adm 210 or 211 & 360 or 361.*

BUS ADM 465 International Marketing. 3 cr.

Focus is on the environment and on the modifications of marketing thinking and practices, occasioned by differences in economic, social, and cultural settings of countries. *Prereq: junior standing; admission to major; Bus Adm 360 or 361.*

BUS ADM 466 Business to Business Sales and Marketing. 3 cr.

Development, pricing, promotion and distribution of business productions and services targeted at organizational buyers. Special focus on business sales processes and effective personal selling strategies. *Prereq: junior standing; admission to major; Bus Adm 360 or 361.*

BUS ADM 467 Marketing Seminar. 3 cr.

In-depth focus on specialized topics in marketing such as business-to-business sales and marketing, database and interactive marketing, and international marketing research and strategies. Repeatable for credit with a change in topic to a maximum of nine credits. *Prereq: junior standing; admission to major; Bus Adm 360 or 361.*

BUS ADM 490 Entrepreneur Internship. 3 cr.

A defined work period in an entrepreneurial capacity in a corporate, governmental, or management consulting environment. *Prereq: junior standing.; Bus Adm 295 (Topic: Introduction to Entrepreneurship and Small Business Creation) or 447 or completion of at least one 400-level course in student's major; written consent from instructor.*

BUS ADM 492 Business Modeling of New Ventures. 3 cr.

Key elements in developing an effective business model; new venture ideas and strategies; the owner manager; management succession. Not open for credit to those with credit in Bus Adm 495: Start-Ups and Business Plans. *Prereq: junior standing; admission to major; Bus Adm 292 or Bus Adm 295 with topic: Introduction to Entrepreneurship & Small Business Formation or Bus Adm 447.*

BUS ADM 495 Special Topics in Business. 3 cr.

(Entrepreneurial Topics Only). *Prereq: junior standing.*