UNDERGRADUATE CERTIFICATE IN

TECHNOLOGY ENTREPRENEURSHIP

WHY STUDY TECHNOLOGY ENTREPRENEURSHIP?
The Technology Entrepreneurship certificate is designed for Business and Engineering students to help you connect the dots between the development of technologies and bringing those technologies to market as a profitable venture.

You’ll learn how technology evolves over time, and how to take an idea from its infancy to its launch within the marketplace. As part of a global technology team, you will work with your classmates to apply your knowledge of new product development, innovation management, and commercial technology.

Technology Entrepreneurship Certificate students also develop a personal plan for your professional development outside of the classroom. These activities may include entrepreneurship-related conferences and workshops, business plan competitions, or other related events that are available on campus or in the business community.

This is a joint program between the Lubar School of Business and the College of Engineering & Applied Science.

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: 15 credits
BUS ADM 542 Introduction to Technology Entrepreneurship
BUS ADM 543 Introduction to Technology Management & Innovation
BUS ADM 544 New Product Development
BUS ADM 546 Global Innovation Management
BUS ADM 548 Technology Venturing Project

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 542 Introduction to Technology Entrepreneurship. 3 cr.
Introductory concepts related to technology entrepreneurship including opportunity identification, analysis and new venture planning. Prepares students to recognize and pursue viable technology-based entrepreneurial opportunities. Counts as repeat of Bus Adm 495 or MechEng 490 with same topic. Jointly offered with and counts as repeat of MechEng 542. Prereq: junior standing and admission to Tech Entrep Cert program or admission to business or engineering major.

BUS ADM 543 Introduction to Technology Management and Innovation. 3 cr.
Introductory concepts related to technology management and technological innovation. Prepares students to evaluate and plan technology commercialization projects. Counts as a repeat of Bus Adm 495 with same topic. Jointly offered with and counts as repeat of MechEng 543. Prereq: junior standing and admission to Tech Entrep Cert program or admission to business or engineering major.

BUS ADM 544 New Product Development. 3 cr.
Concepts related to product development including product concept development and testing, and product design. Prepares students to work in cross-functional product development teams. Counts as repeat of Bus Adm 795 with same topic. Jointly offered with and counts as a repeat of MechEng 544. Prereq: junior standing and admission to Tech Entrep Cert program or Bus Adm major or CEAS major; or grad standing and admission to business or engineering program or admission to Tech Entrep Cert program.

BUS ADM 546 Global Innovation Management. 3 cr.
Concepts related to collaborative innovation in global networks including diverse collaboration models, innovation processes, and capabilities. Prepares students to manage global collaborative innovation projects. Counts as a repeat of Bus Adm 795 with same topic. Jointly offered with and counts as repeat of MechEng 546. Prereq: junior standing and admission to Tech Entrep Cert program or Bus Adm major or CEAS major; or grad standing and admission to business or engineering program or admission to Tech Entrep Cert program.

BUS ADM 548 Technology Venturing Project. 3 cr. (effective 09/02/2014)
A capstone course for students to demonstrate their knowledge and skills related to technology/product commercialization. Prepares students to lead their (or corporate) technology ventures. Jointly offered with and counts as repeat of MechEng 548. Prereq: junior standing and admission to Tech Entrep Cert program or admission to business or engineering major; Bus Adm/Mech Eng 542(P).

Professional Activities
Students will be required to participate in a set of preapproved professional activities as part of the certificate program. Students will be allowed to develop their own personal plan for participating in such professional activities. Activities may include entrepreneurship-related conferences and workshops, business plan competitions, etc. that are being held at the geographical area where a student is located.