

GRADUATE CERTIFICATE IN ENTREPRENEURSHIP

Whether you are considering launching your own start-up or want to be recognized in your organization as someone who can create and lead innovative new ideas, the Graduate Certificate in Entrepreneurship will help you develop the competencies you need. You'll gain an in-depth understanding of venture creation and collaborative innovation in global networks, including diverse collaboration models, innovation processes, and capabilities. You'll also select from elective courses that are most relevant to your goals, such as venture finance, new product development, marketing, and product and brand management. This program is led by a combination of academic faculty and successful entrepreneur executives.

This program can be completed as a standalone certificate or in combination with a master's degree program.

Curriculum

Students who wish to earn a Graduate Certificate in Entrepreneurship must complete the required 15 graduate credit hours with an overall GPA of 3.00 or better. The curriculum consists of five required courses:

Required Core Courses (6 Credits)

BUS ADM 546 Global Innovation Management

BUS MGMT 713 Entrepreneurship: Venture Creation and Management

Elective Courses (9 Credits)

Choose **three** from the following:

BUS ADM 544 New Product Development

BUS ADM 762 Marketing Research

BUS ADM 765 Strategic Product and Brand Management

BUS ADM 799 Reading and Research

BUS ADM 852 Venture Finance

BUS MGMT 715 Leadership, Team Building, and Effective Management

BUS MGMT 729 MBA Internship

Students may enter the program in the summer, fall, or spring semester. A maximum of one three-credit course from another college or university may be considered for transfer to the Certificate program. There is a time limit of three years from initial enrollment for completion of the Certificate program.

Admission

Those who wish to enroll in the Certificate program must, at a minimum, have completed a bachelor's degree with an overall GPA of 2.75 or better. Students may apply to the Graduate School for the certificate program alone, or they may pursue the certificate in combination with the MBA program or MS in Management program at the Lubar College of Business.

Admission to the Certificate program requires transcripts before the application can be processed. Transcripts must be sent directly to the Graduate School, University of Wisconsin-Milwaukee, P.O. Box 340, Milwaukee, WI 53201, from the institution. The Graduate School needs only the transcript of the highest degree earned. The application is online at **graduateschool-apply.uwm.edu**.

For Further Information:

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lubar.uwm.edu/entrepreneurship