

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, advancement 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

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