

ENTREPRENEURSHIP, GRADUATE/ PROFESSIONAL CERTIFICATE

The graduate/professional certificate in entrepreneurship seeks to provide entrepreneurial knowledge and skills to students who desire to launch a new organization, work more effectively in startup situations, or explore and better understand the factors that affect company formation and performance. The certificate is available to all UW–Madison graduate degree-seeking students (excluding University Special students).

A student who has completed this certificate will have good foundational skills in recognizing promising opportunities and building a new organization or venture to create social/economic value.

Interested students should see the Certificate in Entrepreneurship website (<https://business.wisc.edu/graduate/certificates/entrepreneurship/>) for specific information regarding declaration, change, withdrawal, and completion of the certificate. The Management and Human Resources Department will have the certificate noted on students' official university transcripts by the Office of the Registrar.

ADMISSIONS

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The certificate is open to graduate students in good academic standing. A graduate student is in good academic standing if they maintain a cumulative GPA of 3.00 or above for all graduate courses (excluding research).

Before beginning any coursework, applicants are recommended to consult with their faculty advisor (or, where appropriate, graduate program coordinator).

Note: While the application for declaring your certificate should be completed prior to enrolling in courses for the certificate, it must be completed prior to graduation. Your application automatically serves as a declaration of your intent to pursue the certificate. This declaration becomes part of your academic record.

All Graduate School students must utilize the Graduate Student Portal in MyUW to add, change, or discontinue any certificate. To apply to this certificate please log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs. The certificate coordinator will review your application for admittance, and reach out to you if there are any further questions. Professional students in the careers of Law, Medicine, Pharmacy, and Veterinary cannot add the certificate in the Graduate Student Portal, and should contact the program for more information.

See the program website linked within the contact information box for details.

REQUIREMENTS

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REQUIRED COURSES

Code	Title	Credits
Foundation		
Students must complete the following course.		
M H R 722	Entrepreneurial Management	3
Advanced Entrepreneurship		
Students must complete at least 3 credits from the following courses.		3-9
FINANCE 757	Entrepreneurial Finance	
M H R 640	Creative Destruction Lab I	
M H R 641	Creative Destruction Lab II	
M H R 715	Strategic Management of Innovation	
M H R 734	Venture Creation	
M H R 738	Wisconsin Applied Ventures in Entrepreneurship (WAVE)	
M H R 741	Technology Entrepreneurship	
Electives		
To reach the minimum credit requirement, students must select from the following courses.		0-6
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology	
A A E 706	Applied Risk Analysis	
ACCT I S 300	Accounting Principles	
	or ACCT I S 700 Financial Accounting	
CSCS 455	Entrepreneurialism and Society	
E P D 619	Fostering and Leading Innovation	
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors	
GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	
L I S 603	Research and Assessment for Information Professionals	
L I S 732	Strategic Information Services	
LAW 751	Patent Law	
LAW 752	Copyright Law	
LAW 753	Introduction to Intellectual Property Law	
LAW 817	Business Organizations: Partnership, LLC, and Closely Held Corporations	
LAW 854	Clinical Program (Law & Entrepreneurship)	
LSC 435	Brand Strategy for the Sciences	
LSC 625	Risk Communication	
LSC 902	Public Opinion of Life Science Issues	
M E 549	Product Design	
M H R/INTEGART 632	Introduction to Arts Entrepreneurship	
M H R/INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	

M H R 704	Managing Behavior in Organizations
M H R 705	Human Resource Management
M H R 723	Business Strategy
M H R 977	Emerging Entrepreneurship Theory and Research
MARKETNG 300	Marketing Management
or MARKETNG 700	Marketing Management
MARKETNG 737	New Product Innovation
MARKETNG 740	Technology Product Marketing
MARKETNG 755	Marketing in a Digital Age
R M I 650	Sustainability, Environmental and Social Risk Management
Total Credits	
12	

Electives

Students may select approved, elective courses from a variety of schools and colleges across the university that address the ability to launch and lead new ventures. Approved courses develop and deepen students' capacity to:

- assess opportunities,
- analyze the structure of markets,
- develop new products,
- perform financial analysis,
- understand the consequences of entity types,
- use intellectual property strategically in dynamic markets,
- form effective teams, and
- formulate strategies for organizational growth.

Other courses help students better understand the role of entrepreneurial activity in economic growth and the achievement of societal goals.

LEARNING OUTCOMES

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1. Students will understand the different career paths in entrepreneurship.
2. Students will understand what makes an effective founding team for a new venture.
3. Students will understand critical legal issues in the management of an entrepreneurial firm.
4. Students will be able to write the central components of business plans including being able to apply critical financial and management accounting issues specific to the growing venture.
5. Students will understand key opportunities for minimizing risk and maximizing reward in new ventures.