ENTREPRENEURSHIP, GRADUATE/PROFESSIONAL CERTIFICATE

Administrative Unit: Management and Human Resources
College/School: School of Business
Degrees Offered: 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 regulatory policies 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.

Students who successfully complete the requirements for the certificate and submit the required certificate declaration and certificate completion forms to the Department of Management and Human Resources office will have the certificate noted on their official university transcripts by the Office of the Registrar.

REQUIREMENTS

The 12-credit program draws upon entrepreneurship courses in the School of Business, but 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.

ADMISSIONS

To indicate interest in the certificate, students should have the following information available:

• UW–Madison student identification number
• UW–Madison-issued email address
• Name of current program or major