

ENTREPRENEURSHIP, GRADUATE/ PROFESSIONAL CERTIFICATE

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.

Code	Title	Credits
Required Foundation Course		
M H R 722	Entrepreneurial Management	3
Advanced Entrepreneurship Course		
FINANCE 757	Entrepreneurial Finance	3-9
M H R 715	Strategic Management of Innovation	
M H R 734	Venture Creation	
M H R 738	Weinert Applied Ventures in Entrepreneurship (WAVE)	
M H R 741	Technology Entrepreneurship	
Elective Coursework		
0-6		
<i>School of Business</i>		
ACCT I S 300	Accounting Principles or ACCT I S 700 Financial Accounting	
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors	
GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	
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 7Marketing Management	
MARKETNG 737	New Product Innovation	
MARKETNG 755	Marketing in a Digital Age	

R M I 650	Sustainability, Environmental and Social Risk Management
<i>Law School</i>	
LAW 751	Patent Law
LAW 752	Copyright Law
LAW 753	Introduction to Intellectual Property Law
LAW 817	Business Organizations I
LAW 854	Clinical Program (Law & Entrepreneurship)
<i>College of Agricultural & Life Sciences</i>	
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology
A A E 706	Applied Risk Analysis
LSC 435	Brand Strategy for the Sciences
LSC 625	Risk Communication
LSC 902	Public Opinion of Life Science Issues
<i>College of Engineering</i>	
E P D 619	Fostering and Leading Innovation
M E 549	Product Design
<i>College of Letters & Sciences</i>	
L I S 603	Research and Assessment for Information Professionals
L I S 732	Strategic Information Services
<i>School of Human Ecology</i>	
CSCS 455	Entrepreneurialism and Society