

# ENTREPRENEURSHIP, CERTIFICATE

The undergraduate certificate in entrepreneurship (<https://business.wisc.edu/undergraduate/certificates/entrepreneurship/>) is one of the most popular certificates at UW–Madison. It offers opportunities for **non-business undergraduates** interested in learning the skills for entrepreneurial thinking. These skills are critical both now and in the future if you are starting a new venture, working for a startup, or tackling new ventures within existing organizations. Modern businesses rely heavily on the ability to recognize and seize opportunities. Cutting-edge technologies, innovative business models, and ever-changing market landscapes determine which firms thrive and which do not. Taking initiative, thinking entrepreneurially, and acting upon opportunities are key ingredients of success in this environment.

This certificate program offers a distinct array of courses that combine business entrepreneurship classes with the curricula of several colleges and schools at UW–Madison. Classes in entrepreneurship and related topics provide the skills necessary to succeed throughout a student's career. Student projects outside the classroom with local firms or student ventures provide students with hands-on business experience. This comprehensive certificate program helps prepare students for roles such as business founder, product manager, engineer/scientist, new product designer, marketing or finance professional, nonprofit administrator, or consultant.

## HOW TO GET IN

The certificate is open to undergraduate students who have home departments outside of the School of Business and are in good academic standing. Business undergraduates should explore the entrepreneurship major option.

To declare the certificate in entrepreneurship, go to the Academic Forms (<https://bus.wisc.edu/current-student-resources/bba/academic-support-resources/forms/>) page and complete the declaration form.

## REQUIREMENTS

A total of 15 credits is required to complete the certificate. The required foundation course, advanced entrepreneurship coursework, and electives from across the campus are used to earn the 15 credits. Coursework options available for fulfilling the certificate program are shown in the accompanying tables. Students are strongly encouraged to participate in related non-credit entrepreneurship immersion experiences such as competitions and student organizations.

### Students will:

1. Take one 3-credit required foundation course (M H R 322 OR M H R 422)
2. Choose 3 additional credits from a list of approved School of Business advanced entrepreneurship courses
3. Choose 9 credits of additional courses from a list of approved other electives or advanced entrepreneurship courses.

**At least 9 of the required 15 credits for the certificate must be completed in residence.**

**Students must earn a 2.5 cumulative GPA in all certificate in entrepreneurship coursework.**

## REQUIRED FOUNDATION COURSEWORK

Code	Title	Credits
M H R 322	Introduction to Entrepreneurial Management (restricted to non-business majors)	3
or M H R 422	Entrepreneurial Management	

## ADVANCED ENTREPRENEURSHIP COURSEWORK <sup>1</sup>

Students must choose **at least 3 credits** from the following list of courses:

Code	Title	Credits
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors <sup>2</sup>	3
or ACCT I S 100	Introductory Financial Accounting	
or ACCT I S 300	Accounting Principles	
M H R 434	Venture Creation	3
M H R 427	Entrepreneurial Growth Strategies	3
M H R 441	Technology Entrepreneurship	3
FINANCE 457	Entrepreneurial Finance	3

<sup>1</sup>

Some courses listed have pre-requisites, so please make sure those are satisfied before selecting a course.

<sup>2</sup>

Non-business majors are strongly recommended to take GEN BUS 310 **instead of** ACCT I S 100 or ACCT I S 300.

## ELECTIVE COURSEWORK

9 credits of other elective coursework (below) can be counted toward the required 15 certificate credits.

Code	Title	Credits
<b>BUSINESS</b>		
GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	3
M H R 300	Managing Organizations	3
M H R 305	Human Resource Management	3
M H R 320	New Ventures in Business, the Arts and Social Entrepreneurship	3
M H R 321	Social Entrepreneurship (restricted to students in the StartUp Learning Community)	1
M H R 365	Contemporary Topics (Creative Destruction Lab I)	1
M H R 365	Contemporary Topics (Creative Destruction Lab II)	2
M H R/A A E 540	Intellectual Property Rights, Innovation and Technology	3

M H R 628	Negotiations	3
M H R/ INTEGART 632	Introduction to Arts Entrepreneurship	3
M H R/ INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	3
MARKETNG 300	Marketing Management	3
MARKETNG 355	Marketing in a Digital Age	3
MARKETNG 426	Strategic Retailing	3
REAL EST/A A E/ ECON/URB R PL 306	The Real Estate Process	3
REAL EST 415	Valuation of Real Estate	3
R M I 300	Principles of Risk Management	3
R M I 650	Sustainability, Environmental and Social Risk Management	3

**COLLEGE OF LETTERS AND SCIENCE**

COM ARTS 355	Introduction to Media Production	4
ECON/A A E/ ENVIR ST/ URB R PL 671	Energy Economics	3
INTL ST/A A E 373	Globalization, Poverty and Development	3
JOURN 447	Strategic Media Planning	4
PHILOS 243	Ethics in Business	3-4
STS 201	Where Science Meets Society	3

**COLLEGE OF AGRICULTURAL AND LIFE SCIENCES**

A A E/INTL ST 373	Globalization, Poverty and Development	3
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology	3
A A E/ECON/ ENVIR ST/ URB R PL 671	Energy Economics	3
LSC 250	Research Methods in the Communication Industry	3
LSC 270	Marketing Communication for the Sciences	3
LSC 350	Visualizing Science and Technology	3
LSC 432	Social Media for the Life Sciences	3
LSC 435	Brand Strategy for the Sciences	3
LSC 440	Digital Media and Science Communication	3
LSC 625	Risk Communication	3
LSC 640	Case Studies in the Communication of Science and Technology	3

**COLLEGE OF ENGINEERING**

I SY E 313	Engineering Economic Analysis	3
I SY E/PSYCH 653	Organization and Job Design	3
I SY E/B M E 662	Design and Human Disability and Aging	3
M E 349	Engineering Design Projects	3
M E 351	Interdisciplinary Experiential Design Projects I	3
M E 352	Interdisciplinary Experiential Design Projects II	3
M E 549	Product Design	3

**SCHOOL OF HUMAN ECOLOGY**

CNSR SCI 250	Retail Leadership Symposium	1
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 555	Consumer Design Strategies & Evaluation	3
CNSR SCI 561	Consumer Engagement Strategies	3
CNSR SCI 567	Product Development Strategies in Retailing	3
CNSR SCI 665	Household Risk Management	3

**SCHOOL OF EDUCATION**

ART 338	Service Learning in Art	2
KINES 312	Technology for Physical Activity and Health Professionals	2
THEATRE 260	Producing Theatre	3
THEATRE 501	The Business of Acting	3

**CERTIFICATE COMPLETION REQUIREMENT**

This undergraduate certificate must be completed concurrently with the student's undergraduate degree. Students cannot delay degree completion to complete the certificate.

**LEARNING OUTCOMES**

1. Correctly demonstrate knowledge of basic market discovery techniques and apply basic market discovery techniques.
2. Demonstrate proficiency in knowing the basic steps taken to start a new venture.
3. Demonstrate knowledge of career paths in entrepreneurship (M H R 322 Introduction to Entrepreneurial Management/M H R 422 Entrepreneurial Management).

**ADVISING AND CAREERS****ACADEMIC ADVISING**

Students who have declared the Certificate in Entrepreneurship will have an assigned academic advisor and career coach. Contact information for a student's assigned academic advisor and career coach can be found here (<https://business.wisc.edu/undergraduate/certificates/entrepreneurship/>).