

# 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 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.