

ENTREPRENEURSHIP FUNDAMENTALS, CERTIFICATE

REQUIREMENTS

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A minimum 2.5 GPA must be earned on all coursework applied to meet the requirements of the certificate program. At least 50% of the certificate credits must be earned in residence at UW-Madison as a degree-seeking undergraduate.

Code	Title	Credits
ACCT 1S 211	Introductory Managerial Accounting	3
M H R 322	Introduction to Entrepreneurship	3
Complete two of the following courses for 6 credits		6
M H R 434	Venture Creation	
MARKETNG 355	Marketing in a Digital Age	
MARKETNG 437	New Product Innovation	
Total Credits		12

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.