

ENTREPRENEURSHIP FUNDAMENTALS, CERTIFICATE

The Certificate in Entrepreneurship Fundamentals enables students to supplement their major with coursework that cultivates entrepreneurial skills. The certificate's learning objectives ensure students develop skills necessary for identifying opportunities to launch and/or manage growth in ventures. These skills include strategy, planning, performance measurement, and ethics. While the certificate covers the steps needed to start a new venture, the learning outcomes are equally valuable to students seeking to make contributions through development of new products or services within an existing venture.