

# ENTREPRENEURSHIP, GRADUATE/ PROFESSIONAL CERTIFICATE

The graduate/professional certificate in entrepreneurship seeks to provide entrepreneurial knowledge and skills to students who desire to launch a new organization, work more effectively in startup situations, or explore and better understand the factors that affect company formation and performance. The certificate is available to all UW–Madison graduate degree-seeking students (excluding University Special students).

A student who has completed this certificate will have good foundational skills in recognizing promising opportunities and building a new organization or venture to create social/economic value.

Interested students should see the Certificate in Entrepreneurship website (<https://business.wisc.edu/graduate/certificates/entrepreneurship/>) for specific information regarding declaring or withdrawing, or upon completion of the certificate. The Management and Human Resources Department will have the certificate noted on students' official university transcripts by the Office of the Registrar.

## ADMISSIONS

Before beginning any coursework, we suggest you consult with your faculty advisor (or, where appropriate, graduate program coordinator).

Note: The application for declaring your certificate must be completed prior to graduation. Your application automatically serves as a declaration of your intent to pursue the certificate. This declaration will become part of your academic record.

All Graduate School students must utilize the Graduate Student Portal in MyUW to add, change, or discontinue any certificate. To apply to this certificate please log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs. The certificate coordinator will review your application for admittance, and reach out to you if there are any further questions.

See the program website linked within the Contact Information for details.

## 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
<b>Required Foundation Course</b>		
M H R 722	Entrepreneurial Management	3
<b>Advanced Entrepreneurship Course</b>		<b>3-9</b>
FINANCE 757	Entrepreneurial Finance	
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	
<b>Elective Coursework</b>		<b>0-6</b>
<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/	Introduction to Arts	
INTEGART 632	Entrepreneurship	
M H R/	Entrepreneurship in Arts & Cultural	
INTEGART 636	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 7	Marketing 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 &amp; 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 &amp; 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

## LEARNING OUTCOMES

1. Students will understand the different career paths in entrepreneurship.
2. Students will understand what makes an effective founding team for a new venture.
3. Students will understand critical legal issues in the management of an entrepreneurial firm.
4. Students will be able to write the central components of business plans including being able to apply critical financial and management accounting issues specific to the growing venture.
5. Students will understand key opportunities for minimizing risk and maximizing reward in new ventures.