

# 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.

## HOW TO GET IN

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To declare this certificate, students must be admitted to UW–Madison and the Business Online Undergraduate Program within the School of Business. To find out more about the school's admissions process for undergraduate students, please see Entering the School (<https://guide.wisc.edu/undergraduate/business/#enteringtheschooltext>). Contact the Wisconsin BBA Advising Center listed under the Advising and Careers tab for more information or to declare the 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	
<b>Total Credits</b>		<b>12</b>

### 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

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1. Identify business opportunities and creating ventures through market discovery, business model validation, and strategic planning.
2. Apply accounting principles to support organizational strategy, guide performance measurement, and make informed, ethical decisions in a business environment.
3. Define the basic steps taken to start a new venture.

## ADVISING AND CAREERS

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#### ACCESSING ADVISING

Each UW–Madison Online student is assigned an academic advisor. The academic advisor will support the academic and personal success of each student including assisting students as they identify and clarify their educational goals, develop meaningful academic plans, and pursue their own Wisconsin experience.