



Entrepreneurship Certificate

School of Business

Required Number of Hours: 12

Description of certificate: (Include an introductory paragraph and certificate plan of study.)

Innovation, startup, small business, and entrepreneurship, four words that are necessary to be successful in a 21st century global economy. No matter your major, the Entrepreneurship certificate will provide you with the foundation you need to take your idea from just that and formulate it into a well-articulated business plan.

The student must complete the courses listed below with a grade of "C" or better.

GBU3213 Foundations of Entrepreneurship⁺ (3)

GBU4223 Applied Entrepreneurship (3)

Pick two of the following three:

GBU3253 Critical Design Thinking (3)

GBU3263 Innovation Management (3)

MGM4023 Small and Family Business (3)

⁺ Must be taken before GBU 4223 Applied Entrepreneurship

Student Learning Outcomes:

- Identify multiple ways that entrepreneurship manifests itself including the corporate context, startup context, social contexts, and public sector contexts.

- Understand the process of developing new products, services, and/or business models that generate revenues exceeding the costs of creating them.
- Have the ability to evaluate current opportunities and determine their relative attractiveness

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