ENTREPRENEURSHIP, UNDERGRADUATE CERTIFICATE

New ideas and innovation are what helps companies grow. Whether the goal is launching a new business, working for a smaller firm, or working in a large competitive company, it's important to understand what it takes to develop an idea, product, or process in order to launch a new business or assist an existing company expand.

Lubar School of Business Entrepreneurship Certificate students gain the knowledge and skills needed to assess new business opportunities, obtain financial resources, market and start new ventures, and manage entrepreneurial endeavors for growth and profitability. As part of the certificate program, students develop a business plan and present it to faculty and entrepreneurs for feedback, providing the real flavor of what it takes to get a business off the ground.

Students interested in the certificate program should contact Undergraduate Student Services, Lubar Hall N297, (414) 229-5271, uwmbba@uwm.edu, to make a formal declaration of their intentions.

Requirements

To obtain the certificate, the student must complete a minimum of 15 approved entrepreneurship credits while fulfilling all requirements of the baccalaureate degree. The certificate is open to all students in good standing seeking a bachelor's degree at the University of Wisconsin-Milwaukee and to all students who have previously received a bachelor's degree from UWM or any other accredited college or university. Non-business majors will be required to complete prerequisites for the required courses and electives to fulfill the requirements for this certificate.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>Required</strong></td>
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<tr>
<td>BUS ADM 447</td>
<td>Entrepreneurship</td>
<td>12</td>
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<tr>
<td>BUS ADM 458</td>
<td>Venture Finance</td>
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<tr>
<td>BUS ADM 466</td>
<td>Business to Business Sales and Marketing 1</td>
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<td>BUS ADM 492</td>
<td>Business Modeling of New Ventures</td>
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<td><strong>Elective</strong></td>
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<tr>
<td>BUS ADM 380</td>
<td>Introduction to Real Estate Markets</td>
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<td>BUS ADM 444</td>
<td>Human Resources Management 1</td>
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<td>BUS ADM 450</td>
<td>Intermediate Finance</td>
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<td>BUS ADM 462</td>
<td>Marketing Research 1</td>
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<tr>
<td>BUS ADM 465</td>
<td>International Marketing 1</td>
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<td>BUS ADM 467</td>
<td>Marketing Seminar: (subtitle) 1</td>
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<td>BUS ADM 490</td>
<td>Entrepreneur Internship</td>
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<tr>
<td>BUS ADM 495</td>
<td>Special Topics in Business: (Entrepreneurship topics only)</td>
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