

# 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.

Code	Title	Credits
<b>Required</b>		<b>12</b>
BUS ADM 447	Entrepreneurship	
BUS ADM 458	Venture Finance <sup>1</sup>	
BUS ADM 466	Business to Business Sales and Marketing <sup>1</sup>	
BUS ADM 492	Business Modeling of New Ventures	
<b>Elective</b>		<b>3</b>
Select one of the following courses:		
BUS ADM 380	Introduction to Real Estate Markets	
BUS ADM 444	Human Resources Management <sup>1</sup>	
BUS ADM 450	Intermediate Finance <sup>1</sup>	
BUS ADM 462	Marketing Research <sup>1</sup>	
BUS ADM 465	International Marketing <sup>1</sup>	
BUS ADM 467	Marketing Seminar: (subtitle) <sup>1</sup>	
BUS ADM 490	Entrepreneur Internship	
BUS ADM 495	Special Topics in Business: (Entrepreneurship topics only)	
<b>Total Credits</b>		<b>15</b>

<sup>1</sup> A business student may count no more than 6 credits from a major towards a business certificate.

Students must complete all coursework required for the certificate with at least a 2.5 GPA to have the certificate posted on the transcript at graduation. At least half of the credits required for the certificate must be taken in residence at UWM. No courses may be taken on a credit/no credit basis.