

ENTREPRENEURSHIP, CERTIFICATE

The undergraduate certificate in entrepreneurship (<https://business.wisc.edu/undergraduate/certificates/entrepreneurship/>) is one of the most popular certificates at UW–Madison. It offers opportunities for **non-business undergraduates** interested in learning the skills for entrepreneurial thinking. These skills are critical both now and in the future if you are starting a new venture, working for a startup, or tackling new ventures within existing organizations. Modern businesses rely heavily on the ability to recognize and seize opportunities. Cutting-edge technologies, innovative business models, and ever-changing market landscapes determine which firms thrive and which do not. Taking initiative, thinking entrepreneurially, and acting upon opportunities are key ingredients of success in this environment.

This certificate program offers a distinct array of courses that combine business entrepreneurship classes with the curricula of several colleges and schools at UW–Madison. Classes in entrepreneurship and related topics provide the skills necessary to succeed throughout a student's career. Student projects outside the classroom with local firms or student ventures provide students with hands-on business experience. This certificate program helps prepare students for roles such as business founder, product manager, engineer/scientist, new product designer, marketing or finance professional, nonprofit administrator, or consultant.

HOW TO GET IN

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The certificate is open to undergraduates declared in a major outside of the School of Business who are in good academic standing. Students declared in a major in the School of Business are not eligible for the certificate and should explore the Business: Entrepreneurship, BBA (<https://guide.wisc.edu/undergraduate/business/management-human-resources/business-entrepreneurship-bba/>).

To declare the Certificate in Entrepreneurship, complete the declaration form linked within the Contact Information box.

REQUIREMENTS

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A total of 15 credits is required to complete the certificate which includes a foundation course, advanced entrepreneurship coursework, and electives. Students are strongly encouraged to participate in related non-credit entrepreneurship immersion experiences such as competitions and student organizations.

- At least 9 of the required 15 credits for the certificate must be completed in residence.
- Students must earn a 2.5 cumulative GPA in all certificate in entrepreneurship coursework.

FOUNDATION COURSEWORK

Code	Title	Credits
M H R 322	Introduction to Entrepreneurship	3

ADVANCED ENTREPRENEURSHIP COURSEWORK

Select 3 credits from the following list. Some courses may have pre-requisites, so please make sure those are satisfied before selecting a course.

Code	Title	Credits
FINANCE 457	Entrepreneurial Finance	3
GEN BUS 310	Fundamentals of Accounting and Finance for Non-Business Majors (Recommended)	3
or ACCT IS 100 or ACCT IS 300	Introductory Financial Accounting Accounting Principles	
M H R 415	Strategic Management of Innovation and Corporate Entrepreneurship	3
M H R 422	Advanced Entrepreneurship	3
M H R 434	Venture Creation	3
M H R 438	Wisconsin Applied Ventures in Entrepreneurship (WAVE)	3
M H R 441	Technology Entrepreneurship	3
M H R 640	Creative Destruction Lab I	1
M H R 641	Creative Destruction Lab II	2

ELECTIVE COURSEWORK

Select 9 credits of other elective coursework either from the list below or courses from the advanced entrepreneurship course list above.

Code	Title	Credits
A A E/INTL ST 373	Globalization, Poverty and Development	3
A A E/M H R 540	Intellectual Property Rights, Innovation and Technology	3
A A E/ECON/ ENVIR ST/ URB R PL 671	Energy Economics	3
ART 338	Service Learning in Art	2
CNSR SCI 250	Retail Leadership Symposium	1
CNSR SCI 257	Introduction to Retail	2
CNSR SCI 555	Consumer Design Strategies & Evaluation	3
CNSR SCI 561	Consumer Engagement Strategies	3
CNSR SCI 567	Product Development Strategies in Retailing	3
CNSR SCI 665	Household Risk Management	3
COM ARTS 355	Introduction to Media Production	4
COMP SCI/ E C E 506	Software Engineering	3
COMP SCI 571	Building User Interfaces	3
ECON/A A E/ ENVIR ST/ URB R PL 671	Energy Economics	3

GEN BUS 311	Fundamentals of Management and Marketing for Non-Business Majors	3	R M I 650	Sustainability, Environmental and Social Risk Management	3
ISY E 313	Engineering Economic Analysis	3	REAL EST/ A A E/ECON/ URB R PL 306	The Real Estate Process	3
ISY E/PSYCH 653	Organization and Job Design	3	REAL EST 415	Valuation of Real Estate	3
ISY E/B M E 662	Design and Human Disability and Aging	3	STS 201	Where Science Meets Society	3
INTL ST/A A E 373	Globalization, Poverty and Development	3	THEATRE 260	Producing Theatre	3
JOURN 447	Strategic Media Planning	4	THEATRE 501	The Business of Acting	3
KINES 312	Technology for Physical Activity and Health Professionals	2			
LSC 250	Research Methods in the Communication Industry	3			
LSC 270	Marketing Communication for the Sciences	3			
LSC 350	Visualizing Science and Technology	3			
LSC 432	Social Media for the Sciences	3			
LSC 435	Brand Strategy for the Sciences	3			
LSC 440	Digital Media and Science Communication	3			
LSC 625	Risk Communication	3			
LSC 640	Case Studies in the Communication of Science and Technology	3			
M E 349	Engineering Design Projects	3			
M E 351	Interdisciplinary Experiential Design Projects I	3			
M E 352	Interdisciplinary Experiential Design Projects II	3			
M E 549	Product Design	3			
M H R 300	Managing Organizations	3			
M H R 305	Human Resource Management	3			
M H R 320	New Ventures in Business, the Arts and Social Entrepreneurship (restricted to students in the StartUp Learning Community)	3			
M H R 321	Social Entrepreneurship (restricted to students in the StartUp Learning Community)	1			
M H R/A A E 540	Intellectual Property Rights, Innovation and Technology	3			
M H R 628	Negotiations	3			
M H R/ INTEGART 632	Introduction to Arts Entrepreneurship	3			
M H R/ INTEGART 636	Entrepreneurship in Arts & Cultural Organizations	3			
M H R 640	Creative Destruction Lab I	1			
M H R 641	Creative Destruction Lab II	2			
MARKETNG 300	Marketing Management	3			
MARKETNG 340	Technology Product Marketing	3			
MARKETNG 355	Marketing in a Digital Age	3			
MARKETNG 426	Strategic Retailing	3			
MARKETNG 437	New Product Innovation	3			
PHILOS 243	Ethics in Business	3-4			
R M I 300	Principles of Risk Management	3			

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. Correctly demonstrate knowledge of basic market discovery techniques and apply basic market discovery techniques.
2. Demonstrate proficiency in knowing the basic steps taken to start a new venture.
3. Demonstrate knowledge of career paths in entrepreneurship.

ADVISING AND CAREERS

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Students who have declared the Certificate in Entrepreneurship will be assigned to the Business Certificate Advising Committee.