

# Entrepreneurship

The Entrepreneurship Certificate program prepares students for new venture planning, entrepreneurial startup, social media marketing, and entrepreneurial finance.

The program teaches students how to build a successful entrepreneurial venture from the ground up including analysis of an entrepreneurial mind set, market assessment, how to write a business plan, and innovative social media marketing strategies.

This program is designed to allow students in other innovation programs the opportunity to gain the knowledge and understanding of entrepreneurship.

## Short-Term Proficiency Certificates

- Entrepreneurship Certificate

**Program:** Entrepreneurship

**Type:** Certificates

## Student Learning Outcomes

Upon completion of this program, students will be able to:

- Write and present a business plan
- Identify business start-up funding sources
- Demonstrate an entrepreneurial mindset and the skills required to be a successful entrepreneur
- Analyze market trends and innovation for new opportunities
- Work in teams to cultivate ideas into a working plan for an entrepreneurial venture
- Apply critical thinking skills to entrepreneurial and new venture processes
- Develop and market a business presence and webpage on the Internet