ENTREPRENEURSHIP



ABOUT THIS DEGREE PROGRAM

Keller's Entrepreneurship graduate certificate program helps students launch a business or build a team by providing fundamental knowledge. Coursework explores idea generation, opportunity assessment, market research, segmentation, raising capital and equity financing.

The certificate can be earned as a standalone credential, credits from which are transferrable to the Entrepreneurship concentration in the Master of Business Administration program.

KNOWLEDGE AND SKILLS

MARKETING AND EXIT STRATEGIES

Analyze various corporate structures to differentiate the factors new ventures use to successfully compete, and evaluate the resources required to operate the business

VENTURE FINANCE

Evaluate the options an entrepreneur has to meet the ultimate goal of return on investment and other financial goals for generating financial capital.

ENTREPRENEURIAL EXECUTION

Apply entrepreneurial skills to generate an idea, develop a concept, articulate a business solution and secure financial support for implementation.

COURSEWORK

ACCT500 Essentials of Accounting, Finance and Economics

ENTRE510 Entrepreneurship and New Ventures
ENTRE530 Venture Finance and Due Diligence

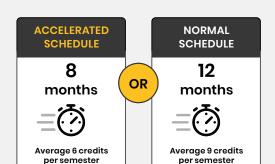
ENTRE550 Entrepreneurial Marketing

INTL500 Global Perspectives for International Business

Select one LEAD510 MGMT591

LEAD510 Digital Leadership

Leadership and Organizational Behavior



ACCELERATE AT YOUR PACE

Choose the schedule that best fits your goals and commitments. You can earn your **Graduate Certificate** in as few as **8 months**.

Or, follow a normal schedule and complete your program in 12 months.

Assumes continuous, year-round enrollment with no breaks



