

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 (MBA) program pathways.

QUICK FACTS



ACCREDITATION MATTERS

Keller's Entrepreneurship Graduate Certificate program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it has met the standards of business education that promote teaching excellence.

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

INNOVATION, LEADERSHIP AND APPLICATIONS

ENTR510 Entrepreneurship and New Ventures
MIS540 Innovation Through Technology

One of:
LEAD570 Leadership in the Age of AI
MGMT591 Leadership and Organizational Behavior

ENTREPRENEURSHIP

Three of:
ENTR530 Venture Finance and Due Diligence
ENTR550 Entrepreneurial Marketing
INTL500 Global Perspectives for International Business
MIS571 Design Thinking and Innovation Management

ACCELERATED SCHEDULE*

8 months



Average 9 credits per semester

OR

NORMAL SCHEDULE**

12 months



Average 6 credits per semester

ACCELERATE ON YOUR SCHEDULE

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.

*Accelerated schedule assumes completion of 3 semesters, enrollment in an average of 9 credit hours per semester and continuous, full-time year round enrollment with no breaks per 12-month period.

**Normal schedule does not include breaks and assumes 3 semesters of year-round, full-time enrollment in an average of 6 credit hours per semester per 12-month period.

