

# Entrepreneurial Management, Certificate

The entrepreneurial management certificate is an excellent addition to any student's educational experience. It teaches students to apply innovative approaches to solve problems, create and communicate value, and impact the community. All businesses and nonprofits are seeking individuals with the entrepreneurial mindset, regardless of their size or type of industry.

Students who pursue the Certificate in Entrepreneurial Management develop a solid foundation in entrepreneurial strategy and learn how to apply the latest models and approaches used by entrepreneurs launching new ventures and executives and managers of innovative organizations. Students will be uniquely prepared to own their own business one day or quickly advance in their professional careers by leveraging the skills developed in the certificate program. Graduates have gone on to launch highly successful businesses and secured employment in fields such as management consulting, financial analysis, sales, project management, marketing, non-profit leadership, and general management.

Students learn from a select team of faculty members, business executives, and entrepreneurs who have distinguished themselves in the business world and have a unique ability to successfully teach theory and practice. Students have the opportunity to meet successful alumni and entrepreneurial leaders to help them build their professional network. Several cocurricular programs also are available to help students develop additional marketable skills and strengthen their résumés for career success.

Students develop the following skills in the program: innovation and creativity, opportunity recognition, developing and executing business strategies, building and leading interdisciplinary teams, market assessments, financial forecasting and assessment, professional communications, resource acquisition, critical thinking, and problem solving.

## Requirements

The undergraduate Certificate in Entrepreneurial Management requires a minimum of 18 s.h. of credit. Students must maintain a grade-point average of at least 2.00 in work for the certificate.

The certificate program is open to all current University of Iowa undergraduate students and to individuals who have earned a bachelor's degree and are not enrolled in a UI graduate or professional degree program, except to students earning the BBA in entrepreneurship, the BBA in management (entrepreneurship management track), or the BA in enterprise leadership.

Undergraduate students must declare their intention to pursue the certificate. Business students should contact the Tippie College of Business Undergraduate Program office. Liberal arts and sciences students should contact the CLAS Undergraduate Programs office.

Students earning the certificate in conjunction with the Bachelor of Applied Studies (University College) or the

Bachelor of Liberal Studies (University College) may complete the certificate's coursework by distance education.

Students may begin working toward the Certificate in Entrepreneurial Management during their sophomore year. They may count a maximum of 6 s.h. of transfer credit toward the certificate, with approval from the entrepreneurship program director. Credit earned in entrepreneurship courses (prefix ENTR) is counted as semester hours earned in business.

The Certificate in Entrepreneurial Management requires the following coursework. Many certificate courses have prerequisites and other requirements for registration; students must complete a course's prerequisites and must meet its registration requirements before they may register for the course.

## Entrepreneurship Core

To begin work on the certificate, students should first enroll in ENTR:2000 Entrepreneurship and Innovation or its equivalent; for non-business and non-engineering students, ENTR:1350 Foundations in Entrepreneurship must be taken prior to or concurrently with ENTR:2000.

Course #	Title	Hours
This course:		
ENTR:2000	Entrepreneurship and Innovation	3
All of these:		
ENTR:3100	Entrepreneurial Finance	3
ENTR:3200	Entrepreneurial Marketing	3
ENTR:4400	Managing the Growth Business	3

## Electives

Students must complete an additional 6 s.h. in elective courses from the following lists. There are many options for students to select electives tied closely to their career interests or simply choose two of the courses to complete the certificate. Students who wish to use a course not on these lists must consult with the John Pappajohn Entrepreneurial Center's director of undergraduate studies.

Recommended course options for specialty areas include the following.

## Social Entrepreneurship

Course #	Title	Hours
This course:		
ENTR:3500	Social Entrepreneurship	3
And one of these:		
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	1-3
ENTR:4900	Academic Internship (must be a social entrepreneurship internship)	arr.

## Technology Entrepreneurship

Course #	Title	Hours
These:		
ENTR:3400	Strategic Management of Technology and Innovation	3

ENTR:4900	Academic Internship (must be a technology internship)	arr.
Or these:		
ENTR:3550	Commercializing New Technology I	3
ENTR:3575	Commercializing New Technology II	3

ENTR:4999	Honors Thesis in Entrepreneurial Studies	arr.
MGMT:4100	Dynamics of Negotiations	3

## International Entrepreneurship

Course #	Title	Hours
This course:		
ENTR:4460	Entrepreneurship and Global Trade	3
And one of these:		
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	1-3
ENTR:4200	Entrepreneurship: Business Consulting	3
ENTR:4900	Academic Internship (must be an international entrepreneurship internship)	arr.

## General Entrepreneurship

Course #	Title	Hours
ENTR:1800	Innovation in Action: Sustainability	0-1
ENTR:2800	Entrepreneurial Experience	1-3
ENTR:3000	Practicum in Entrepreneurship	1-3
ENTR:3400	Strategic Management of Technology and Innovation	3
ENTR:3500	Social Entrepreneurship	3
ENTR:3550	Commercializing New Technology I	3
ENTR:3575	Commercializing New Technology II	3
ENTR:3595	Nonprofit Organizational Effectiveness I	3
ENTR:3600	Social Media Strategies for Entrepreneurial Ventures	3
ENTR:3700	Sustainable Innovation and Management	3
ENTR:3800	Entrepreneurial Leadership Academy I	3
ENTR:3850	Entrepreneurial Leadership Academy II	3
ENTR:4000	Topics in Entrepreneurship	1-3
ENTR:4050	Directed Readings in Entrepreneurship	arr.
ENTR:4100	International Entrepreneurship, Culture, and Social Impact	1-3
ENTR:4200	Entrepreneurship: Business Consulting	3
ENTR:4300	Launching an Entrepreneurial Venture	3
ENTR:4460	Entrepreneurship and Global Trade	3
ENTR:4510	Arts Leadership Seminar	3
ENTR:4900	Academic Internship	3