

## AACSB International Accreditation

Your assurance of a quality education



## Small Class Sizes

Faculty are teachers/scholars who know their students

Most classes are under 30 students, none over 60 students

## Scholarships and Financial Aid

Opportunities for undergraduate and graduate students

## Student Clubs and Organizations

A diverse student population adds to the learning experience

## NCAA Athletics

Men's and women's Division II sports teams compete in the Great Lakes Valley Conference

## Strategic Location

Internship and career opportunities in the Milwaukee-Chicago business corridor

## Preparation for Lifetime Success

You'll be ready for success in a professional career or graduate school



## WANT MORE DETAILS ON THE ENTREPRENEURSHIP CERTIFICATE?

- Visit [www.uwp.edu](http://www.uwp.edu) Keyword: *Business*

For more information, please contact:

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University of Wisconsin-Parkside  
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262-595-2280

Fax: 262-595-2680

E-mail: [trudy.biehn@uwp.edu](mailto:trudy.biehn@uwp.edu)

## IMPORTANT DATES/WEBSITES

### • School of Business and Technology

- [www.uwp.edu](http://www.uwp.edu) Keyword: *SBT*

### • Applying/Admissions

- Priority Date – March 1
- Admissions information:
  - To schedule a tour or meet with an admissions counselor please call 262-595-2355
- [www.uwp.edu](http://www.uwp.edu) Keyword: *Admissions*

### • Financial Aid

- Priority Date – March 1
- [www.uwp.edu](http://www.uwp.edu) Keyword: *Financial Aid*

### • Scholarships

- Application Deadline – February 1
- [www.uwp.edu](http://www.uwp.edu) Keyword: *Scholarships*

### • International Students

- [www.uwp.edu](http://www.uwp.edu) Keyword: *Admissions*

### • Housing

- [www.uwp.edu](http://www.uwp.edu) Keyword: *Residence Life*



# ENTREPRENEURSHIP (CERTIFICATE)



[WWW.UWP.EDU](http://WWW.UWP.EDU)

# ENTREPRENEURSHIP CERTIFICATE

**Interested in starting your own business or have you already started one? Do you have a family business? Interested in managing a small business or being involved in the start-up of a new venture? Explore the new Certificate in Entrepreneurship at UW-Parkside. The program is open to students from all disciplines.**



The certificate program in Entrepreneurship helps students develop tools and understanding that will help them be successful in their own new ventures, working in the family's business, or working for an entrepreneurial firm. The truly distinctive feature of this program is the focus on socially responsible entrepreneurship and community development.

The skills sets you will develop in the Entrepreneurship program can be applied to other business organizations as well. You will learn a set of tools to help gain success in business.

**The Certificate in Entrepreneurship consists of 4 classes, 12 credits:**

## **ENTR 250 Entrepreneurial Principles**

This course covers the principles and key concepts of entrepreneurship, focusing on self-assessment, opportunity recognition, innovation & creativity, and the various functions involved in starting a venture. Prerequisite: Sophomore standing or permission of instructor. Co-requisite: BUS 100 or other business course.

## **ENTR 350 Entrepreneurial Leadership**

This course covers the theory and application of leadership principles to entrepreneurship, integrating a community-based service-learning project, guest speakers (successful local entrepreneurs), and on-site visits to new ventures and resource centers such as Center for Advanced Technology and Innovation (CATI) and Small Business Development Center (SBDC). Prerequisites: Sophomore standing, BUS 100 or other business course. Co-requisite: ENTR 250.

## **ENTR 400 Entrepreneurial Strategy**

This is a "capstone course" that features creating a business plan. The course will be functionally integrative, using case studies that incorporate the many functions involved in new ventures. The course will also cover new venture formation. Students will have an opportunity to work on a business plan for CATI technology if there is a match between interests, skills and available opportunities. Prerequisite: ENTR 250.

## **ENTR 450 Entrepreneurial Projects**

Hands-on project work (working with owners and managers of small businesses and non-profit organizations) performed with faculty supervision in the Solutions for Economic Growth Center (SEG) Center. The projects will specifically involve the use of the "lab" for an entrepreneurial project. All projects will employ the project management protocols developed in SEG. Prerequisite: ENTR 250.

## **Practical and theoretical training in the process of business start-up will include:**

- self-assessment
- opportunity recognition

- feasibility assessment
- creating a values-based business
- writing a business plan
- learning to manage and lead the growing new venture
- hands-on experience with existing new ventures

## **Declaring a Certificate**

To declare a Certificate in Entrepreneurship, students must submit an application to the Advising Center (Wyllie Hall 107) or the Department of Business Office (Molinaro Hall 344).

## **Graduation Requirements**

To graduate with a Certificate in Entrepreneurship, a student must:

- Complete the required program of courses outlined inside.
- Earn a minimum overall GPA of 2.0 for the required courses

## **Program Advisor**

Professor Cathleen Folker - Office: Molinaro 326F, E-mail: folker@uwp.edu; Phone (262) 595-2407

## **For More Information**

Contact the Department of Business, Molinaro Hall 344, phone (262) 595-2280.

