Implementation Form – Graduate/Professional Certificates

This form must accompany a graduate/professional certificate proposal. An updated form should be submitted when changes to the certificate are made and when a certificate is reviewed. It is used by administrative offices to better assist departments and programs with implementation. Questions in this form reflect guidelines in the Full Guidelines for For-Credit Certificates, http://apir.wisc.edu/certificates.htm.

Document Date: July 11, 2016
Name of Graduate/Professional Certificate: Entrepreneurship
Faculty Program Director: Jon Eckhardt
Primary Faculty/Staff Contact: Jon Eckhardt, Dan Olszewski, John Surdyk
Home Department/Academic Unit (Name/UDDS): Management and Human Resources/122038
Approval Date: 1/15/2010
School/College: School of Business/122000/L&S
  Approval Date: 2/15/2010
GFEC Approval Date: 10/8/2010
UAPC Approval Date: 10/21/2010
Implementation Term (typically the fall term after UAPC approval): Spring 2010
Year that first program review is scheduled (usually 5 years after implementation): 2015-2016

Information to be completed by RO and APIR:
Plan Code (assigned by the Registrar’s Office): GCRT353
CIP Code (assigned by Academic Planning and Institutional Research): 52.0701
Primary Divisional Disciplinary Assignment (assigned by APIR for analysis purposes only): S

Curriculum (check one):
___ X Included in detail in the proposal
___ A list of required and elective courses is below.

The required foundation course, advanced entrepreneurship coursework, and electives from across the campus as shown will tally a minimum of 12 credits. A slate of coursework options available for fulfilling the certificate program is shown in the accompanying table. Students are strongly encouraged to participate in related non-credit entrepreneurship immersion experiences via competitions and student organizations.

The foundation course has no prerequisites and is open to all graduate students on campus. A total of 12 credits is required. Students will: 1) take one required foundation course (MHR 722 - Entrepreneurial Management); 2) choose at
least three additional credits from a list of Wisconsin School of Business advanced entrepreneurship coursework; and 3) select up to six credits of additional courses from other elective coursework or advanced entrepreneurship coursework.

**Required Foundation Coursework (3 credits)**

- MHR 722 - Entrepreneurial Management (Fall/Spring)

**Advanced ESHIP**

*Choose at least 3 credits from list*

- FIN 757 - Entrepreneurial Finance (Spring)
- MHR 734 - Venture Creation (Fall)
- MHR 738 - Weinert Applied Ventures in Entrepreneurship (WAVE) Practicum (Spring)
- MHR 741 - Technology Entrepreneurship (Spring) *(Prior to Fall 2011 was MHR 765)*
- MHR 715 - Strategic Management Of Innovation (Spring)

**Other Elective Coursework**

*Up to 6 credits from other elective coursework can be counted toward the required 12 certificate credits*

**Business**

- ACCT IS 300/700* - Accounting Principles/Financial Accounting (*restricted access*)
- GEN BUS 701 - Managing Legal Environment
- MKT 300/700* - Marketing Management (*restricted access*)
- MKT 765 - Design Thinking for Business
- MKT 765* - Marketing in the Digital Age (*restricted access*)
- MKT 737 - Developing Breakthrough New Products: A Practicum
- MHR 704 - Managing Behavior in Organizations
- MHR 705 - Human Resource Management
- MHR 723* - Business Strategy (*restricted access*)
- MHR/ART/DESIGN/MUSIC/THEATRE 765 - Art Enterprise: Art as Business as Art
- OTM 860 - Planning for Quality in New Products and Services
- RMI 650 - Sustainability, Environmental & Social Risk Management
- MHR 977 - Emerging Entrepreneurship Theory and Research

**Law**

- LAW 751 - Patent Law
- LAW 752 - Copyright Law
- LAW 753 - Introduction to Intellectual Property Law
- LAW 817 - Business Organizations I
- LAW 854 - Clinical Program: Law & Entrepreneurship
- LAW 906 - Law, Science & Biotech
- LAW 918 - Topic: International Intellectual Property
- LAW 940 - Topic: Fundamentals of Business Transactions I & II
- LAW 940 - Topic: Business Transactions Essentials
- LAW 953 - Topic: Transactional Intellectual Property
- LAW 953 - Topic: Advising Private Business Owners

CALS

- AAE/MHR 540 - Intellectual Property Rights, Innovation and Technology
- AAE 706 - Applied Risk Analysis
- LSC 305 - Industry Research Methods
- LSC 431 - Advertising in the Life Sciences
- LSC 435 - Theory and Practice of Integrated Marketing Communication
- LSC 625 - Risk Communication
- LSC 640 - Case Studies in the Communication of Science & Technology

Engineering

- ECE 601 - Business for Engineers
- EPD 690 - Business and Entrepreneurism for Engineers
- ISYE 671/OTM 671/INFO SYS 671 - E-Business: Technologies, Strategies and Applications
- NE/ISYE 708 - Societal Risk Management of Technological Hazards
- ME 549 - Product Design
- INTEREGR - Process Innovation: Concept-Select-Commercialize

L & S

- ART 908 - Career Tools and Strategies for Artists
- COMP SCI 638 - Starting a Software Company
- LIS 710 - Research and Evaluation Methods
- LIS 732 - Strategic Information Services (previously titled: Corporate and Specialized Information Services)

SoHE (Human Ecology)

- CNSR SCI 501 - Retail Leadership Symposium (previously offered as CNSR SCI 501 - Retail Leadership Symposium)
- CNSR SCI 561 - Direct Retailing
- INTER-HE 455 - Entrepreneurialism and Society (previously offered as INTER-HE 501 - Role of Entrepreneurship in Society)

Nelson

- ENVIR ST 900 - Seminar: Venture Capital and Green Entrepreneurships
Credit total required (9-12 credits): **12**

Projections for annual enrollment: **30**

**Learning Goals:**
List 1 to 5 certificate learning goals:

**Learning Goals**
1. Students will understand the different career paths in entrepreneurship
2. Students will understand what makes an effective founding team for a new venture
3. Students will understand critical legal issues in the management of an entrepreneurial firm
4. Students will be able to write the central components of business plans including being able to apply critical financial and management accounting issues specific to the growing venture.
5. Students will understand key opportunities for minimizing risk and maximizing reward in new ventures.

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<tr>
<th>Please answer the following:</th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>Will there be limits on enrollment?</td>
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<td>x</td>
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<td>If Yes, please explain:</td>
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<td>Confirm that all core/required courses are approved through the school/college curriculum committee.</td>
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<td>Confirm that courses in curriculum are offered on a regular basis and have space for students in this program.</td>
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<td>Confirm that all courses numbered 300 or above.</td>
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<td>Confirm that courses taken as Pass/Fail or Audit are not allowed.</td>
<td>x</td>
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<td>Are courses taken Credit/No Credit allowed?</td>
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<td>x</td>
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<td>If yes, specify limits:</td>
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<td>Confirm that special topics courses are only used if all instances count for the certificate.</td>
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<td>Will the certificate use the typical minimum GPA requirement of 3.0 for all course work for the certificate?</td>
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<td>If no, specify other requirements:</td>
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<td>Will exceptions to the course core requirements be allowed?</td>
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<td>If yes, specify limits and process: <strong>On a case by case basis only. Course(s) reviewed by the Department Chair or committee.</strong></td>
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<td>Confirm that at least 50%/half of the credits must be earned “in residence” at UW-Madison (in residence includes distance/online courses and Study Away/Abroad on UW-Madison courses.)</td>
<td>x</td>
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<td>Confirm that the program/department has a process in place to report certificate enrollment to the Registrar’s Office.</td>
<td>x</td>
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<td>Confirmation</td>
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<td>Confirm that the program/department has a process in place to monitor student progress and to notify the Registrar’s Office when students complete the certificate requirements.</td>
<td>X</td>
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<td>Confirm that the program faculty and staff understand that a student’s graduation should not be delayed to complete the certificate.</td>
<td>X</td>
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<td>Assessment plan – confirm that the proposal includes a plan that describes how the faculty will regularly evaluate student learning.</td>
<td>X</td>
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</table>

Specify overlap provisions – name degree/major, doctoral minors or certificate programs that may not be earned along with the certificate. Note that majors take priority over certificates. (Students may not earn a graduate certificate if they are also earning a post-baccalaureate major/degree or doctoral minor with the same name.)

*A student may not use the same advanced Wisconsin School of Business course to acquire two certificates (i.e., MHR 715 - Strategic Management of Innovation, MHR 722 - Entrepreneurial Management, and MHR741 - Technology Entrepreneurship cannot be counted for more than one certificate).*

What provisions have you made in the admissions process to gain consent from students’ degree/major program(s) to participate in the certificate program?

*Students must apply for the program.*