

Graduate Certificate **ENTREPRENEURSHIP**

ABOUT THIS 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.

PLANNING AND EXECUTION — Demonstrate the entrepreneurial process from idea generation to business formation.

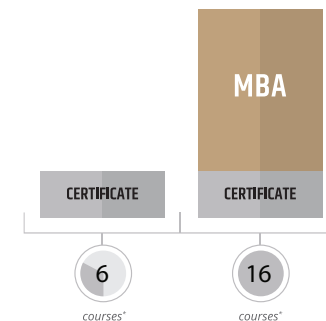
PLANNING AND EXECUTION — Apply entrepreneurial skills to generate an idea, develop a concept, articulate a business solution and secure financial support for implementation.

COURSEWORK

ACCT500	Essentials of Accounting, Finance and Economics
MGMT591	Leadership and Organizational Behavior
INTL500	Global Perspectives for International Business
ENTR510	Entrepreneurship and New Ventures
ENTR530	Venture Finance and Due Diligence
ENTR550	Entrepreneurial Marketing

TWO CREDENTIALS IN ONE

At Keller, our programs are stackable, which can be of significant value to you. With a graduate certificate, you can earn a valuable credential with less time and tuition – and all credits apply directly to your master's degree*. This stackable model allows you to choose the building-blocks you need to fit your career and earn two credentials in one.



*Number of credits and courses vary by program. See catalog for complete details.