

POST-BACCALAUREATE CERTIFICATE IN ENTREPRENEURSHIP

Web Site: <https://twu.edu/business/post-baccalaureate-certificates/post-baccalaureate-entrepreneurship-certificate/>

The Entrepreneurship Certificate provides students with the skills and knowledge necessary to start and scale a business. Students will complete four courses which address all aspects of a small business including how to set up a company; obtain financing; estimate market size and potential; identify target customers; set up distribution networks; bring concept to market; hire and manage a team; write a business plan.

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

At the end of the program, a graduate will have gained practical entrepreneurial skills that can be used for launching new ventures or business initiatives, consulting with organizations and being effective managers.

Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<http://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

This academic program may have additional admission criteria that must also be completed as outlined on the program's website.

Degree Requirements

12 semester credit hours (SCH).

Code	Title	SCHs
FIN 5433	Entrepreneurial Finance	3
MGT 5273	Human Resource Administration	3
MGT 5423	Entrepreneurial Strategy	3
MKT 5313	Digital Marketing	3
Total SCHs		12