

POST-BACCALAUREATE CERTIFICATE IN ENTREPRENEURSHIP

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

Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/theccb-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.