



Graduate Certificate **ENTREPRENEURSHIP**

Certificate Overview

The graduate certificate in Entrepreneurship is ideal for Amberton students who have the desire to start or grow a new business. The curriculum focuses on fundamental entrepreneurial concepts such as effectively identifying market opportunities, defining target markets, understanding economic trends, promoting products and/or services using effective and appropriate marketing tools, developing strategy, and managing personnel. The four-course core curriculum focuses on best practices for entrepreneurs.

Courses Required

BUS5425	Entrepreneurship	3 Hours
MGT6175	Management: Responsibilities and Practices	3 Hours
MKT6450	Competitive Marketing Analytics	3 Hours
MGT6705	Strategic Innovation & Leadership	3 Hours

No graduate credit will be awarded if *MGT4425* has been successfully completed.



This certificate can be earned as a stand-alone certificate of study or in conjunction with degree programs. Visit Amberton.edu for more information.



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