



Graduate Certification **ENTREPRENEURSHIP:**

Certification Overview

The Graduate Certification 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
MKT6450	Competitive Marketing Analytics	3 Hours
MGT6705	Innovation	3 Hours
MGT6175	Management Responsibilities & Practice	3 Hours



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972.279.6511