



Undergraduate Certification

ENTREPRENEURSHIP:

Certification Overview

The Undergraduate 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

BUS4425	Entrepreneurship	3 Hours
BUS3305	Management Fundamentals	3 Hours
BUS3310	Competitive Business Analysis	3 Hours
MGT4605	Business Acumen	3 Hours

