

GRADUATE CERTIFICATE IN INNOVATION & ENTREPRENEURSHIP



Develop the diverse skill set and experienced confidence necessary to embark on innovative entrepreneurial ventures through the graduate-level Innovation & Entrepreneurship certification program.

PROGRAM OVERVIEW

This 15-credit certificate program is designed for postgraduate students and/or community members seeking advanced coursework to better conceptualize and deploy principles and practices of entrepreneurship. This certificate is completed in a blended format with online and face-to-face courses.

The graduate certificate can serve as a stand-alone program for any interested student with a bachelor's degree from an accredited four-year college or university. The degree does not need to be in business. This program can provide a specialization or gateway for graduate students seeking a master's degree in technology and innovation.

Courses will address concepts including corporate, social and educational entrepreneurship. Students will investigate opportunities for developing a business while learning how to evaluate opportunities, assess overall resources and manage growth. Students will also learn to promote themselves and their businesses, especially those students without experience in advertising, branding or internet marketing, and apply modern and emerging concepts that are directly applicable to small and developing businesses.

WHAT WILL YOU LEARN?

The Innovation & Entrepreneurship curriculum addresses concepts associated with corporate, social and educational entrepreneurship. Students investigate opportunities for developing a business while learning how to evaluate opportunities, assess overall resources and manage growth. Students also learn to promote themselves and their businesses through advertising, branding or internet marketing while applying modern and emerging concepts that are directly applicable to small and developing businesses.

Courses are offered across the fall, spring and summer terms in blended, online and face-to-face formats. After completing 15 credits of required coursework, you will earn a graduate certificate in Innovation & Entrepreneurship.

CAREERS

- Business Owner
- Financial Advisor
- Business Operations Manager
- Operations Research Analyst
- Social and Community Service Manager



PROGRAM HIGHLIGHTS

Creativity and Innovation

Using ideas imaginatively and effectively, combining ideas in new and imaginative ways regardless of business or social environment, and creating a novel or unique idea, question, format or product.

Self-Motivation and Persistence

Identifying resources and tools without direction, learning from failure and experimentation, and translating opportunities into solutions.

Effective Written and Oral Communication Skills

Analyzing strengths and weaknesses in entrepreneurial approaches, effectively describing and analyzing entrepreneurial ideas, and effectively devising clear and compelling value propositions to win support for ideas and translate that support into effective action.

Leadership

Effectively developing ethical orientation when making informed decisions, effectively creating strategies for entrepreneurial endeavors, and exhibiting leadership and relationship-building skills.

Effective Collaboration and Ethics

Highly effective in working within a team setting and able to apply an ethical understanding and perspective to entrepreneurial situations.

Critical Thinking and Problem-Solving

Able to define problems and follow through with resolution, capable of proposing a variety of solutions that indicate a deep comprehension of the problem, and able to use research and experiences to inform decision-making.



CURRICULUM

CORE REQUIREMENTS (9 credits required)

- ENTR 501: Introduction to Entrepreneurship
- ENTR 510: Entrepreneurial Promotions and Branding
- ENTR 511: Entrepreneur: Networking and Sales

SPECIALTY REQUIREMENTS – Choose from the Entrepreneurship toolkit (3 credits required):

- EDTE 603: Fostering Creativity by Design
- EDTE 604: Engineering Principles and Concepts for the Nonengineer

CAPSTONE REQUIREMENTS (3 credits required):

- ENTR 540: Entrepreneurship Capstone

CONTACT

Dr. Scott Warner
Scott.Warner@millersville.edu
717-871-7234