

# GRADUATE CERTIFICATE IN ENTREPRENEURSHIP

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

The Entrepreneurship Certificate provides students with the skills and knowledge necessary to start and scale a business. Students will complete four courses which address all aspects of a small business including how to set up a company; obtain financing; estimate market size and potential; identify target customers; set up distribution networks; bring concept to market; hire and manage a team; write a business plan.

## Marketable Skills

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

## Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

The academic program may have additional admission criteria that must also be completed as outlined on the program's website.

## Degree Requirements

12 semester credit hours (SCH).

Code	Title	SCHs
FIN 5433	Entrepreneurial Finance	3
MGT 5273	Human Resource Administration	3
MGT 5423	Entrepreneurial Strategy	3
MKT 5313	Digital Marketing	3
<b>Total SCHs</b>		<b>12</b>