

# CERTIFICATE IN ENTREPRENEURSHIP

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The Certificate in Entrepreneurship is composed of a series of courses providing individuals with the knowledge and skills to successfully develop and assess the viability of for-profit and not-for-profit "social and sustainable" business concepts. Students will learn how to plan for the funding and launching of new ventures, whether they are standalone businesses or new ventures within an existing company. The Certificate in Entrepreneurship is open to all students.

## Learning Objectives

Students will:

1. Develop an awareness of the entrepreneurial environment.
2. Develop an entrepreneurial mindset.
3. Learn the process of opportunity identification.
4. Develop networks.
5. Learn to conduct resource analyses.
6. Learn basics of intellectual property and financing.
7. Learn how to prepare a comprehensive strategy for launching a business.
8. Develop a full business plan.