

Entrepreneurship

Certificate

18 Credit Hours

This program is offered by the George Herbert Walker School of Business & Technology/Management Department. It is available at the St. Louis home campus and at select international campuses. Please see the Locations Offering Undergraduate Programs section of this catalog for a list of campuses where this program is offered.

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

The certificate in entrepreneurship delivers a series of entrepreneurship courses for undergraduate students in business or non-business majors. Courses promote entrepreneurial awareness and thinking among students and develop the necessary real-world skills and abilities to become self-employed or start and grow an entrepreneurial venture.

Students demonstrate these skills by developing and presenting a viable business plan to a review panel made up of successful entrepreneurs in the capstone course. Students completing the program will be awarded a certificate in entrepreneurship from the George Herbert Walker School of Business & Technology.

The program is comprised of 18 credit hours. Students select individual certificate tracks specifically designed for their field of study. A common thread running through all courses provide each student with the opportunity to focus all course projects on their individual business concept.

Requirements

Students must take a total of 12 credit hours of required core courses and 6 credit hours from a major-related list of "track" courses as follows:

Entrepreneurship Core and Capstone

Required for all students

- MNGT 2700 Introduction to Entrepreneurship and Small Business Management (3 hours)
- BUSN 3710 Entrepreneurial Financial Management (3 hours)
- MNGT 3720 Entrepreneurial Marketing (3 hours)
- MNGT 4960 Entrepreneurship Capstone (3 hours)

Entrepreneurship Elective Courses

Students must select 6 credit hours specific to their field of study. Additional courses are being added; please see your advisor for current listing of elective courses.

Suggested Track for Walker School of Business Majors

- MNGT 3450 Principles of Organizational Behavior (3 hours)
- MNGT 3730 Innovation, Creativity and the Entrepreneur (3 hours)

Suggested Track for Animation Majors

- ANIM 2000 Advanced Animation (3 hours)
- ANIM 4000 Animation Seminar (3 hours)

Suggested Track for Audio in Media Arts Majors

- AUDI 2110 Professional Development 1 (3 hours)
- AUDI 4110 Professional Development 2 (3 hours)

Suggested Track for Dance Majors

- DANC 1410 Introduction to Professional Dance I (1 hour)
- DANC 1420 Introduction to Professional Dance II (2 hours)
- DANC 3150 Performance Techniques (2 hours)
- DANC 4900 Senior Seminar (1 hour)

Suggested Track for Education Majors

- EDUC 2800 Foundations in Education (3 hours)
- EDUC 3650 Instructional Design (3 hours)

Suggested Track for Exercise Science Majors

- EXSC 1318 Careers in Exercise Science (1 hour)
- EXSC 2100 Coaching Health and Human Performance (2 hours)
- EXSC 4875 Exercise Science Internship (3 hours)

Suggested Track for Film, Television and Video Production Majors

- FTVP 1100 Produce and Direct (3 hours)
- FTVP 4000 Professional Development (3 hours)

Suggested Track for Graphic Design Majors

- DESN 3800 Professional Practice in Graphic Design (3 hours)
- DESN 4200 Design for Good (3 hours)

Suggested Track for Mobile Computing

- COSC 2070 Introduction to Mobile Technology (3 hours)
- COSC 2810 Systems Analysis and Design (3 hours)

Suggested Track for Music Majors

- MUSC 4360 The Working Musician (3 hours)
- MUSC 4370 Marketing for Musicians (3 hours)

Suggested Track for Photography Majors

- PHOT 4700 Professional Photography (3 hours)
- MNGT 3600 Management in the Arts (3 hours)

Suggested Track for Sports Business

- ECON 3737 The Business of Sports (3 hours)
- BUSN 4747 Sports Operations and Logistics (3 hours)

This page was modified on 09 July 2021.

Please see the Undergraduate Catalog Addendum to view changes that were made.