

# ENTREPRENEURSHIP & NEW VENTURES GRADUATE CREDIT CERTIFICATE PROGRAM

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|-------------------------|--------------|
| <b>Person-in-Charge</b> | Zugang Liu   |
| <b>Program Code</b>     | ENTNWV       |
| <b>Campus(es)</b>       | Great Valley |

This Revised Graduate Certificate in Entrepreneurship & New Ventures is designed specifically for current and aspiring entrepreneurs or intrapreneurs to help students conceptualize and develop new business ventures and/or new products/services to take to market. The program will engage students in a creative process including opportunity recognition, idea generation and selection, the lean start-up process, and business plan development. Using a cross-disciplinary approach, students will gain competence in writing all sections of business plan development. Students will also have an opportunity to pitch their new ventures/products.

**Effective Semester:** Fall 2022  
**Expiration Semester:** Fall 2027

## Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

The successful applicant is generally expected to have a minimum combined junior/senior grade-point average of 3.0 (B) on a 4.0 scale.

It is recommended that non-business degree holders take at least one elective course prior to BUSAD 811 and BUSAD 822. Please speak to your advisor before starting certificate.

## Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

To be awarded the graduate certificate, students must successfully complete 9 credits of course work consisting of 6 required credits and 3 elective credits. All courses must be completed with a minimum grade of C or better and an overall GPA of 3.0.

| Code                    | Title  | Credits |
|-------------------------|--|---------|
| <b>Required Courses</b> |  |         |
| BUSAD 811               | New Ventures Ideation and Feasibility Analysis | 3       |
| BUSAD 822               | New Venture Start-up                           | 3       |

| <b>Choose 1 course from the following:</b> |  | <b>3</b> |
|--|--|----------|
| ACCTG 800                                  | Financial and Managerial Accounting                |          |
| BUSAD/LEAD 519                             | Developing Creative High Performance Organizations |          |
| BADM 828                                   | Negotiations                                       |          |
| BUSAD 882                                  | Social Entrepreneurship and Community Leadership   |          |
| MGMT 507                                   | Positive Organizational Behavior and Wellbeing     |          |
| MGMT 823                                   | Organizational Change: Theory and Practice         |          |
| MGMT 873                                   | Corporate Innovation Strategies                    |          |

**Total Credits** **9**

## Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

## Learning Outcomes

Students will also have an opportunity to pitch their new ventures/products. Upon completion of certificate, students will be able to:

1. Demonstrate understanding of the new venture process including ideation, feasibility, and plan development.
2. Demonstrate skills required to develop a new venture.
3. Effectively communicate their plan and vision to multiple stakeholders.

## Contact

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| <b>Campus</b>  | Great Valley  |
| <b>Graduate Program Head</b>   | Zugang Liu  |
| <b>Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)</b> | Cynthia D Walton-Bongers  |
| <b>Program Contact</b>   | DENISE Y. SMITH<br>30 East Swedesford Road<br>Malvern PA 19355<br>dms7338@psu.edu<br>(610) 648-3336 |

**Program Website** View (<https://greatvalley.psu.edu/academics/graduate-certificates/new-ventures-and-entrepreneurship/>)