

ENTREPRENEURSHIP & NEW VENTURES GRADUATE CREDIT CERTIFICATE PROGRAM

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| Person-in-Charge | Zugang Liu |
| Program Code | ENTNWV |
| Campus(es) | 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