Entrepreneurship includes much more than just the “traditional” sole proprietor concept. There’s also intrapreneurship (corporate entrepreneurship), social entrepreneurship and global entrepreneurship. No matter what form your new venture might take, to succeed you need to know how to financially analyze the opportunity, how to secure your competitive advantage, how to market your new venture and ultimately how to manage your new business.

The Entrepreneurship certificate will provide you with those skills and also teach you how to leverage your current technical, creative and/or industry knowledge in an entrepreneurial context.

**Curriculum (12 Credit Hours)**

**CORE COURSES**
- ENTR 7005 Entrepreneurship New Venture Creation
- ENTR 7000 Capstone in Entrepreneurship & Innovation
- MGMT 7035 Management of Innovation

**ELECTIVES**
- MGMT 7012 Leadership and Organizations
- ENTR 7015 Entrepreneurship & E-Commerce
- MKTG 7021 Design Thinking for Business
- ENTR 7025 Global Entrepreneurship
- ENTR 7035 Management of Closely Held/Family Business
- ENTR 7081 Independent Study
- ENTR 7082 Special Topics

Students may substitute core courses or electives with approval of Academic Director.

**Highlights**
- Fast, focused and flexible curriculum
- Specialized knowledge to enhance your career
- Transcripted graduate credits that can also apply toward a master’s degree

**Learn More**

**Professor Charles Matthews**
Academic Director
Charles.Matthews@uc.edu
513-556-7123

**Jason Dickman**
Associate Director
Graduate Recruitment
Jason.Dickman@uc.edu
513-556-7024

[business.uc.edu/certificates](http://business.uc.edu/certificates)