KELLER GRADUATE SCHOOL OF MANAGEMENT



## Graduate Certificate **ENTREPRENEURSHIP**

## **ABOUT THIS PROGRAM**

Keller's Entrepreneurship graduate certificate program helps students launch a business or build a team by providing fundamental knowledge. Coursework explores idea generation, opportunity assessment, market research, segmentation, raising capital and equity financing.

The certificate can be earned as a standalone credential, credits from which are transferrable to the Entrepreneurship concentration in the Master of Business Administration program.

## **KNOWLEDGE AND SKILLS**

MARKETING AND EXIT STRATEGIES — Analyze various corporate structures to differentiate the factors new ventures use to successfully compete, and evaluate the resources required to operate the business.

VENTURE FINANCE — Evaluate the options an entrepreneur has to meet the ultimate goal of return on investment and other financial goals for generating financial capital.

 $\begin{array}{l} \mbox{PLANNING AND EXECUTION} - \\ \mbox{Demonstrate the entrepreneurial process from idea} \\ \mbox{generation to business formation.} \end{array}$ 

PLANNING AND EXECUTION — Apply entrepreneurial skills to generate an idea, develop a concept, articulate a business solution and secure financial support for implementation. COURSEWORK

ACCT500Essentials of Accounting, Finance and EconomicsMGMT591Leadership and Organizational BehaviorINTL500Global Perspectives for International BusinessENTR510Entrepreneurship and New VenturesENTR530Venture Finance and Due DiligenceENTR550Entrepreneurial Marketing

## **TWO CREDENTIALS IN ONE**

At Keller, our programs are stackable, which can be of significant value to you. With a graduate certificate, you can earn a valuable credential with less time and tuition – and all credits apply directly to your master's degree\*. This stackable model allows you to choose the building-blocks you need to fit your career and earn two credentials in one.



\*Number of credits and courses vary by program. See catalog for complete details.

In New York, DeVry University operates as DeVry College of New York. DeVry University is accredited by The Higher Learning Commission (HLC), www.hlcommission.org. Keller Graduate School of Management is included in this accreditation. DeVry is certified to operate by the State Council of Higher Education for Virginia. Arlington Campus – 2450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the 'THEC, www.tn.gov/thec Nashville Campus - 3450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the 'THEC, www.tn.gov/thec Nashville Campus - 3450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the 'THEC, www.tn.gov/thec Nashville Campus - 3450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the 'THEC, www.tn.gov/thec Nashville Campus - 3450 Crystal Dr., Arlington, VA 22202. DeVry University is authorized for operation by the 'THEC, www.tn.gov/thec State Capitol Plaza, Suite 333, Springfield, IL 627013477. Programs, course requirements and availability vary by location. Some courses may be available online only. All students enrolled in site-head programs will be required to take some courses work online and, for some programs and locations, a substantial portion of the program may be required to take. Keller's academic catalog, available via <u>kelleredu/catalogs</u>, contains the most current and detailed program information, including admission, progression and graduation requirements. Information contained herein is effective as of date of publishing. ©2017 DeVry Education Relevand Lorendo All students reserved. Version 10/30/17

