This graduate certificate is designed specifically to help current and aspiring entrepreneurs conceptualize and develop new business ventures and/or new products to take to market. This 12-credit certificate will engage students in a creative process that includes 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 a professional business plan, including the presentation of financial statements and market data. Students will also have an opportunity to pitch their new ventures/products to potential funders.

**Effective Date:** Fall Semester 2016  
**Expiration Date:** Summer 2021

**Admission Requirements**

Applicants apply for admission to the program via the Graduate School application for admission (http://gradschool.psu.edu/prospective-students/how-to-apply). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions (http://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 (http://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.

**Certificate Requirements**

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

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<th>Credits</th>
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<tr>
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<td>New Ventures Ideation and Feasibility Analysis</td>
<td>3</td>
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<tr>
<td>BUSAD 822</td>
<td>New Venture Start-up</td>
<td>3</td>
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**Electives**

Select two of the following:  

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<tr>
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<td>Financial Accounting</td>
</tr>
<tr>
<td>BUSAD 519</td>
<td>Developing Creative High Performance Organizations</td>
</tr>
<tr>
<td>BUSAD 545</td>
<td>Negotiation Strategies</td>
</tr>
</tbody>
</table>

**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.

**Contact**

**Campus**  
Great Valley

**Graduate Program Head**  
James A Nemes

**Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)**  
Karen Duhala

**Program Contact**  
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(610) 648-3336

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