NEW VENTURES AND ENTREPRENEURS GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge: James Nemes
Program Code: NWVENT
Campus(es): Great Valley

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 Semester: Fall 2016
Expiration Semester: 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 Policies (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/).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUSAD 811</td>
<td>New Ventures Ideation and Feasibility Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUSAD 822</td>
<td>New Venture Start-up</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Electives</strong></td>
<td><strong>6</strong></td>
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<tr>
<td>ACCTG 811</td>
<td>Financial Accounting</td>
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<tr>
<td>BUSAD 519</td>
<td>Developing Creative High Performance Organizations</td>
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<tr>
<td>BUSAD 545</td>
<td>Negotiation Strategies</td>
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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 enrolled in the program will be able to:
1. Demonstrate understanding of the new ventures 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

Campus: Great Valley
Graduate Program Head: James A Nemes
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Program Website

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