Description

Students will learn how to launch their own business or work with small or startup operations. Courses include small business, entrepreneurship and business plan development. Classroom work is complemented by frequent interaction with successful founders and leaders of entrepreneurial ventures.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus

2018 - 2019 Major Map
Major Map (Archives)

Program Requirements

The certificate requires 15 credit hours.

**Required Courses -- 9 credit hours**

ENT 305: Principles of Entrepreneurship (3)
ENT 360: Entrepreneurship and Value Creation (3)
ENT 441: Entrepreneurial Management (3)

**Elective (choose one) -- 3 credit hours**

ENT 446: Venture Capital Experience (3)
ENT 447: Lean Launch (3)
ENT 448: Corporate Entrepreneurship (3)
ENT 464: Collaborative Design Development I (L) (5)
ENT 465: Collaborative Design Development II (L) (5)
FIN 394: Fundamentals of Entrepreneurial Finance (3)
MKT 440: Creating Digital Experiences (3)
MKT 435: Entrepreneurial Marketing (3)

**Small Business Elective (choose one) -- 3 credit hours**

ACC 350: Internal Reporting (3)
ACC 430: Taxes and Business Decisions (3)
CIS 300: Web Design and Development (3)
CIS 308: Advanced Excel in Business (3)
CIS 309: Business Process Management (3)
CIS 315: Introduction to Business Data Analytics (3)
CIS 425: Web Technologies for the Enterprise (3)
CIS 440: Capstone in Information Systems (L) (3)
ECN 360: Economic Development (SB & G) (3)
ECN 410: Applied Regression Analysis and Forecasting (3)
ENT 340: Creativity and Innovation (L or HU) (3)
ENT 484: Internship or MGT 484: Internship (3)
FIN 361: Advanced Managerial Finance (3)
FIN 461: Financial Cases and Modeling (L) (3)
MGT 394: Women and Leadership in Business Today (3)
MGT 411: Leading Organizations (3)
MGT 430: Negotiations (3)
MGT 450: Consulting Projects (L) (3)
MKT 365: Advertising Management (3)
MKT 402: Consumer Behavior (3)
MKT 410: Sales Management (3)
SCM 344: Applied Logistics Management (3)
SCM 345: Logistics Management (3)
SCM 355: Supply Management (L) (3)
SCM 440: Quality Management/Measurement (3)
SCM 445: Advanced Logistics Management (3)

Depending on a student's undergraduate program of study, prerequisite courses may be needed in order to complete the requirements of this certificate.

**Enrollment Requirements**
The certificate in small business and entrepreneurship is available only to business majors at ASU. Students majoring in business entrepreneurship or management (entrepreneurship) are not eligible to pursue this certificate. The certificate application is accessed and submitted through Advising SOS: https://wpcarey.asu.edu/SOS.

No more than 6 credit hours may be shared between certificate and other degree programs, minors, and/or other certificates.

A student pursuing an undergraduate certificate must be enrolled as a degree-seeking student at ASU. Undergraduate certificates are not awarded prior to the award of an undergraduate degree. A student already holding an undergraduate degree may pursue an undergraduate certificate as a nondegree-seeking graduate student.

**Contact Information**

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