

Corporate Entrepreneurship

Graduate Certificate 18 Credit Hours

470 E. Lockwood Ave.
St. Louis, MO 63119

This program is offered by the George Herbert Walker School of Business and Technology and is only available at the St. Louis main campus.

For information on the general requirements for a certificate, see Certificate Program Policies and Procedures under the Academic Policies section of this catalog.

Program Description

The graduate certificate in corporate entrepreneurship at the Walker School of Business & Technology is designed to provide prospective corporate entrepreneurs with knowledge, skills and competencies needed to understand, develop, analyze and implement entrepreneurial initiatives within their companies. Corporate entrepreneurship is more than just new product development; it includes innovations in services, channels, brands and intellectual property models. The courses explore how corporate entrepreneurs can employ existing resources and use innovation practices to function as an entrepreneur within a firm. In addition, the courses will provide a process by which a corporate entrepreneur within a proven company can create, nurture, launch and achieve success in a new venture that is distinct from the existing company but leverages present company assets, market position, capabilities or human and material resources.

Learning Outcomes

Upon successful completion of the certificate, students will be able to:

- Explain constructs that guide the corporate entrepreneurship process and methods.
- Conduct an entrepreneurial assessment of for-profit and not-for-profit corporations.
- Utilize innovative problem-solving techniques to generate stakeholder value within a corporation.
- Integrate common goals to operationalize the vision and mission of the corporation.

Requirements

To complete the certificate, students must complete a total of 18 credit hours comprised of the following:

- ENTR 5000 Entrepreneurship Process, Methods and Innovation (3 hours)
- ENTR 5200 Corporate Entrepreneurship (3 hours)
- MNGT 5960 Corporate Budgeting and Control (3 hours)
- MNGT 5990 Corporate Responsibility and Society (3 hours)
- NPLR 5210 Social Enterprise and Social Entrepreneurship (3 hours)
- ENTR 6000 Entrepreneurship Capstone (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University