

# 2021 - 2022 Certificate Map

## Small Business and Entrepreneurship

School/College: [W. P. Carey School of Business](#)

Location: [Tempe](#)

### Program Requirements

The small business and entrepreneurship certificate requires 15 credit hours to complete. To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or better.

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

#### **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)

[MKT 435: Entrepreneurial Marketing](#) (3)

[MKT 440: Creating Digital Experiences](#) (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 and Beyond: Customer-Centric Brand Development (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.