

PRODUCT INNOVATION ENTREPRENEURSHIP, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

Certificate Learning Objectives

- Students can analyze and develop income statements, balance sheets, and cash flow statements, explaining the purpose of each statement and building a set of interrelated statements to provide a comprehensive financial budget for a startup company.
- For a startup company's product, students can identify a specific target market for the company's product from various target market options, and develop a marketing plan for this target market, create sample marketing materials and determine optimal marketing and sales channels.