

**Seattle University**  
**2019-20 Graduate Business Certificate in Innovation and Entrepreneurship**

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With the professional Certificate for Innovation & Entrepreneurship, participants will learn the critical strategies and skills to successfully launch, manage, and lead innovative programs and organizations of all sizes. You will receive practical, hands-on experience to work more effectively within your current company or to launch your own new venture by choosing one of two flexible areas of emphasis: Innovation or Entrepreneurship. In addition, you'll have access to the support and guidance of our dedicated Center for Innovation & Entrepreneurship staff, including access to coaches and subject matter experts from among the top business leaders in the region.

**Course Requirements**

<b>I. Two required courses</b>		<b>Tentative Schedule 2019-2020</b>			
<b>Course</b>	<b>Prerequisites</b>	<b>19RQ</b>	<b>19FQ</b>	<b>20WQ</b>	<b>20SQ</b>
MGMT 5360 Entrepreneurial Fundamentals	None		X		
MGMT 5370 Business Plan Development	MGMT 5360			X	

<b>II. Choose three elective courses from the following courses</b>		<b>Tentative Schedule 2019-2020</b>			
<b>Course</b>	<b>Prerequisites</b>	<b>19RQ</b>	<b>19FQ</b>	<b>20WQ</b>	<b>20SQ</b>
BLAW 5305 Legal Issues for New Ventures	BLAW 5130 or MBA 5230. MBA 5130 is a recommended prerequisite.				
FINC 5300 Financial Statement Analysis and Security Valuation	FINC 5050 Corporate Financial Management ACCT 5110 Intermediate Financial Accounting I			X	
FINC 5315 Entrepreneurial Finance	FINC 5050 Corporate Financial Management	X		X	
MGMT 5300 Family Owned Business	None				X
MGMT 5315 Community Development and Entrepreneurship Clinic I	(FINC 5050 Corporate Financial Management and MBA 5170 Marketing Management) or MBA 5230 Managing Risk			X	
MGMT 5330 Entrepreneurship: Social Enterprise	(FINC 5050 Corporate Financial Management and MBA 5170 Marketing Management) or MBA 5230 Managing Risk				
MGMT 5340 Business Consulting	MBA 5230 or (ECON 5000, Financial Accounting, ECON 5110, ECON 5107, FINC 5000, and MBA 5080).		X		X
MGMT 5345 Managing Diversity	None		X		
MGMT 5365 Management of Change	None	X			
MKTG 5310 New Product Development	Basic Marketing or MBA 5215				
MKTG 5345 Social Media Marketing	Basic Marketing or MBA 5215				
MKTG 5350 Creativity and Innovation	None	X			
OPER 5310 Project Management and Control	MBA 5215				X

**Minimum certificate requirement: 15 credits**

**For more information about the certificate, please contact Lisa Song-Zhao at 206 296 2549 or zhaosongl@seattleu.edu**