



## Start something!

Entrepreneurs and innovators are critical to the long-term health and prosperity of our economy and society, and this is especially true right here in Detroit. You can be part of this exciting bootstrap culture with a graduate certificate in entrepreneurship and innovation from the Mike Ilitch School of Business.

The 15-credit program is designed to provide you with the specialized knowledge and skills required to develop and launch new ventures and lead innovation efforts in a wide range of fields and organization types.

★ Our aim is to inspire, educate, connect and support the next generation of startups. ★

As an entrepreneurship and innovation student, you will learn:

- The new venture creation process, from discovering and validating your idea, to customer and market discovery, to building a viable business model, to launching and growing the new venture
- How to acquire and manage financial resources
- How to lead, manage and work effectively within teams to achieve success, and create a positive and ethical work culture
- How to network and explore Detroit's entrepreneurial ecosystem
- How to plan the next steps on your entrepreneurial journey



Considering an M.B.A.? We also offer an M.B.A. concentration in entrepreneurship and innovation that will boost your credentials and open up career opportunities in both startup and corporate settings.

## Get started

The graduate certificate in entrepreneurship and innovation is primarily designed for individuals working toward or holding a graduate degree who wish to create or grow a new venture, join with others engaged in this effort, or enter the entrepreneurial ecosystem in another capacity to pursue their own career and contribute to the development of our economy and society.

Students can add this certificate on to an existing graduate degree program or earn it as a post-graduate student. The program is available to all current graduate students, as well as those holding graduate degrees from Wayne State and other accredited universities.

To apply for graduate admission, go to [gradapply.wayne.edu](http://gradapply.wayne.edu).

Current Wayne State graduate students who have completed at least six graduate credits and have a cumulative GPA of 3.0 or higher may enroll in the certificate program without reapplying.

## Contact us

To learn more about entrepreneurship and innovation courses and programs, contact:

Professor Jeff Stoltman, program director  
313-577-6559  
[jeffstoltman@wayne.edu](mailto:jeffstoltman@wayne.edu)

For comprehensive academic advising, contact:

Graduate Programs Office  
Mike Ilitch School of Business  
313-577-4511  
[gradbusiness@wayne.edu](mailto:gradbusiness@wayne.edu)



## GRADUATE CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION



Mike Ilitch  
School of Business

June 2017

# Core courses

Six credits make up the certificate core, including an introductory class and an experiential capstone.

## EI 7000: INTRODUCTION TO ENTREPRENEURSHIP AND INNOVATION

This introductory course is designed as an experiential learning journey that combines lectures, discussion, and opportunities to meet with entrepreneurs, startup companies and others operating in the entrepreneurial ecosystem.

You'll learn about the different types of entrepreneurship, understand the role of innovation, and you will be provided a basic framework and how-to guide for launching a startup. The course promotes discovery of what it takes to successfully identify and pursue business opportunities and address real-world problems.

## EI 7900: CAPSTONE

The three-credit capstone course is a project-intensive learning experience in the Detroit entrepreneurial ecosystem designed to deepen your understanding of and appreciation for what it takes to translate ideas into reality.

Through the capstone, you may be embedded in a local startup, providing the opportunity to both learn from and make a positive impact on the startup businesses that are so vital to the city's economy, or you may work with a local incubator to move your own startup closer to launch.



*Our flexible curriculum allows you to tailor your entrepreneurship and innovation certificate to your unique talents and interests as you explore what it takes to translate your ideas into reality.*



# Elective courses

With electives that tap into faculty experts across Wayne State University – from art and social work to engineering and biotechnology – your graduate certificate in entrepreneurship and innovation can be customized to fit your goals.

Choose the path you're most passionate about, and we'll show you how to apply the entrepreneurial framework and toolkit to become an innovator in any business environment, from startups to social enterprises to the corporate realm.

Free-elective courses carry no prerequisite beyond EI 7000, broadening accessibility to non-business students. Restricted-elective courses may require completion of discipline-specific course prerequisites.

Additional electives may be available. Work with your academic advisor, faculty mentor or the program director to handpick three electives from the complete list at [ilitchbusiness.wayne.edu/entrepreneurship](http://ilitchbusiness.wayne.edu/entrepreneurship).

## FREE-ELECTIVE COURSES

- **EI 7200:** Startup Financing and Profitability
- **EI 7400:** Management and Leadership Issues in Entrepreneurship and Innovation
- **EI 7600:** Marketing New Ventures
- **EI 7800:** Special Topics in Entrepreneurship and Innovation
- **EI 7850:** Directed Study in Entrepreneurship and Innovation
- **FPC 5025:** Entrepreneurship in the Arts
- **FPC 5660:** Creativity

## RESTRICTED-ELECTIVE COURSES

- **BMS 7100 / IBS 7110:** Introduction to the Business of Biotechnology
- **EGR 5655:** Engineering Innovation and Entrepreneurship I
- **EGR 5656:** Engineering Innovation and Entrepreneurship II
- **EGR 5657:** Commercialization Lab (1 credit; may be taken multiple times)
- **FIN 7280:** Entrepreneurship Finance and Venture Capital
- **IE 6405:** Integrated Product Development
- **IE 6425:** Product Lifecycle Management and Sustainable Design
- **IE 6840:** Project Management
- **IE 6850:** Manufacturing Strategies
- **IE 7280:** Systems Design
- **IE 7300:** Topics in Systems Thinking and Technology-Based Strategies for Problem Solving
- **IE 7325:** Supply Chain Management
- **IE 7830:** Management of Technology Change
- **IE 7870:** Quality Leadership and Process Improvements
- **IE 7998 / SYE 7998:** Engineering Management and Leadership
- **IE 7999:** Engineering Management Leadership Project
- **ISM 7505:** Information Analytics: Inbound Information Technology
- **ME 5470 / SYE 5470:** Creative Problem-Solving in Engineering
- **MGT 7700:** Leadership and Management of Innovation and Technology
- **MKT 7950:** Business and Sustainability
- **SW 6991:** Social Entrepreneurship