

BUSINESS AND MANAGEMENT

Dream. Plan. Realize.

Webster
UNIVERSITY

Vienna
Private University



Certificate in
Entrepreneurship



Student Learning Outcomes

Entrepreneurship is creating or seizing an opportunity. As a student at Webster Vienna Private University pursuing a Certificate in Entrepreneurship, you'll learn how to vigorously work toward developing an idea, overcome obstacles and take calculated risks to ensure the success of the idea. You will also work on the development of a business plan for a concrete idea, and potentially create a real plan for a real new business.

Dream. Plan. Realize.

Get the tools to successfully launch a new business idea. Learn how to plan, organize, establish and control a business.



Webster Entrepreneurship Ecosystem

The **Certificate in Entrepreneurship** delivers a series of entrepreneurship courses for undergraduate students in business or non-business majors. Courses promote entrepreneurial awareness and thinking among students and develop the necessary real-world skills and abilities to become self-employed or start and grow an entrepreneurial venture.

Students learn by working on a concrete business plan throughout the certificate. Finally, students will have a chance to demonstrate these skills by presenting a viable business plan to a review panel made up of investors and successful entrepreneurs in the capstone course. Students completing the program will be awarded a Certificate in Entrepreneurship from the George Herbert Walker School of Business & Technology at Webster University, a leading provider of business education worldwide.

Please Note: Courses fulfilling the requirements of a certificate program may also be used to satisfy the requirements of a degree program (although they may not be used to complete another certificate).

The Certificate in Entrepreneurship is a part of the **Webster Entrepreneurship Ecosystem** –a series of complementary activities, guest lectures, events and mentoring sessions, provided as a support for students to refine their business plans, and implement acquired knowledge and skills. These activities have a strong focus on practical implementation, and practical experiences, realized through exclusive workshops and meetings with experts and practitioners from the Austrian and European entrepreneurship ecosystem.

The program kicks-off every Summer Term with condensed 6-week courses. After the summer courses, students continue to work on their projects in the following three terms by further deepening their knowledge and finalizing their business plans within the Capstone Course. They will have the chance to present their business plans both internally, and to an external audience of investors and experts. The Webster Entrepreneurship Ecosystem also enables prospective and successful business plans to be presented at external contests thus reaching a wider audience, and a chance to transform the idea into a real business venture.

Course Requirements

The certificate consists of 18 US credit hours and can be completed within 10 months.

Required 6 courses (3 credit hours each)

- MNGT 3700 Introduction to Entrepreneurship and Small Business Management
- MNGT 3730 Innovation, Creativity and the Entrepreneur
- MNGT 3720 Entrepreneurial Marketing
- MNGT 3450 Principles of Organizational Behavior
- BUSN 3710 Entrepreneurial Financial Management
- MNGT 4960 Entrepreneurship Certificate Project Course (Capstone)
- Optional ELECTIVE: MNGT 3100 Related topic²

How to Apply

The Certificate in Entrepreneurship is part of our Undergraduate offerings. To apply, please follow our applications guidelines for Undergraduate programs on: webster.ac.at/apply-now

Are you interested in learning more?

Visit webster.ac.at or contact our admissions department at:

admissions@webster.ac.at
+43 1 269 92 93 - 0

For current Webster students: please contact your advisor to register for the certificate.

SUMMER KICK-OFF ¹ Condensed 6 week format	FALL I 8-week Term length	FALL II 8-week Term length	SPRING I 8-week Term length
MNGT 3700 Introduction to Entrepreneurship and Small Business Management	MNGT 3720 Entrepreneurial Marketing	BUSN 3710 Entrepreneurial Financial Management	MNGT 4960 Entrepreneurship Certificate Project Course (Capstone)
MNGT 3730 Innovation, Creativity and the Entrepreneur	MNGT 3450 Principles of Organizational Behavior		
Optional Elective MNGT 3100 Related topic ²			

Please Note:

¹ The summer courses can be taken as stand-alone elective courses or as part of the Certificate Program.

² Please see our website for the course topic of the current year.

CAREER DEVELOPMENT OPPORTUNITIES

Certificate programs are short, focused programs designed to give students advanced skills in a particular subject or area of specialization. Certificates can be a great way to grow your professional contacts and network. Many professionals on an upward track enroll in certificate programs as they can be a great way to open doors, especially if you're looking to change careers.

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