

# Entrepreneurship Certificate

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## Entrepreneurship Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Devise original business ideas in response to perceived customer problems.
2. Create novel approaches to perceived entrepreneurial opportunities.
3. Evaluate and defend proposed business models with analytical rigor.
4. Design product/service solutions that fit with market needs and wants.
5. Develop persuasive and succinct presentations to pitch to potential investors and customers.