

TABOR SCHOOL OF BUSINESS

Millikin University

Commercialization and Innovation Certificate

Student: _____

Effective Fall 2022

Advisor: _____

Major: _____

In the Commercialization & Innovation Certificate students learn to innovate, create, lead, and own a venture. Coursework in the certificate program is designed to teach students to recognize opportunities, marshal resources, and assess risks. Students will be exposed to many activities of entrepreneurship including customer-driven opportunities, design thinking, market research, prototyping a new product or service, developing and iterating business models, attracting capital, networking with other active entrepreneurs, and starting a business. This certificate is not available to Entrepreneurship majors. Certificate courses must be completed with a grade of “C” or better.

Required Courses (13 credits)

	CR	SEM	GR
ET 260 Designing Your Life	1	___	___
ET 340 Foundations of Entrepreneurship	3	___	___

Choose 9 credits from the following electives:

MK 307 IMC Campaigns *	3	FA	___	___
AR 325 Branding and Package Design**	3	FA	___	___
OL 375 Org Creativity, Innovation, and High Performance	3	SP	___	___
ET 380 Art of Entrepreneurship	3	SP	___	___
ET 382 Entrepreneurship Practicum	3	SP	___	___
ET 383 Innovation Lab	3	SP	___	___

* MK307 IMC Campaigns requires MK200 Principles of Marketing as prerequisite.

** AR325 Branding and Package Design requires AR125 Introduction to Graphic Design or AR201 Computer Art & Design or AT110 Introduction to Digital Media as prerequisite.