

# VENTURE CREATION, CERTIFICATE IN (UNDERGRADUATE CERTIFICATE)

Open to all VCU undergraduate students, the Certificate in Venture Creation focuses on developing a multidisciplinary mindset for successful entrepreneurialism and venture creation. Students participating in the program will hone understandings of the challenges, skills and resources necessary for venture creation, and through an immersive culmination experience, integrate these understandings around conceiving, planning and implementing a real venture.

## Learning outcomes

The VCU Certificate in Venture Creation enables students to learn and do entrepreneurship. Students participating in this program will:

1. Develop a venture creation mindset
2. Effectively identify and address strategies to overcome venture creation challenges
3. Apply venture creation skills to create, plan and implement a venture
4. Effectively communicate through written and oral methods

The Certificate in Venture Creation program runs concurrently with a student's major and is not a stand-alone program. Students should apply to the program during or after taking the introductory course, INNO 200. Interested students should submit their application to the VCU da Vinci Center, which administers the certificate program. Upon acceptance to the certificate program, a Change of Major form will be signed by the student and submitted to Records and Registration by the VCU da Vinci Center.

## Certificate requirements

A minimum grade of C is required in each course that applies to the certificate.

The certificate requires a minimum of 13 credit hours of approved course work as follows:

Course	Title	Hours
INNO 200	Introduction to Innovation and Venture Creation	1
VNTR 300	Venture Creation Skills	3
VNTR 460	Venture Creation Project	3
Two discipline-specific electives (unless otherwise specified in the list below, only approved 300- or 400-level courses may apply)		6
Total Hours		13

The minimum number of credit hours required for this certificate is 13.

## Electives

Note that elective choices are discipline-specific by major.

Course	Title	Hours
For students pursuing a major in the School of the Arts		
CREA 300	Idea Accelerator	3
CREA 350	Piloting the Enterprise	3

CREA 393	Design Ops Internship	1-6
For students pursuing a major in the School of Business		
BUSN 400	Principles of Consulting	3
FIRE 313	Financial Management for Small Business	3
MGMT 321	Survey of Entrepreneurship	3
For students pursuing a major in the College of Engineering		
CMSC 451 & CMSC 452	Senior Project I and Senior Project II	6
EGRB 401 & EGRB 402	Biomedical Engineering Senior Design Studio and Biomedical Engineering Senior Design Studio	6
ENGR 402 & ENGR 403	Senior Design Studio (Seminar) and Senior Design Studio (Seminar)	2
All other students		
ACCT 202	Accounting for Non-business Majors	3
ECON 203	Introduction to Economics	3
FIRE 311	Financial Management	3
MGMT 321	Survey of Entrepreneurship	3
MKTG 301	Marketing Principles	3
UNIV 301	Interdisciplinary Theory and Practice	3
UNIV 499	BIS Senior Capstone	3

The program director for venture creation will approve all course work intended to satisfy any elective requirements for the undergraduate Certificate in Venture Creation.

## Sample plan of study

Note that classes are taken in conjunction with major course work; see curriculum outline for discipline-specific electives.

### Year one

Fall semester		Hours
INNO 200	Introduction to Innovation and Venture Creation	1
Term Hours:		1

Spring semester		Hours
VNTR 300	Venture Creation Skills	3
Discipline-specific elective		3
Term Hours:		6

### Year two

Fall semester		Hours
Discipline-specific elective		3
Term Hours:		3

Spring semester		Hours
VNTR 460	Venture Creation Project	3
Term Hours:		3
Total Hours:		13

The minimum number of credit hours required for this certificate is 13.

For more information, contact the student services coordinator for the VCU da Vinci Center at (804) 827-3764 or email [davincicenter@vcu.edu](mailto:davincicenter@vcu.edu).