

# Design Your Career with The Weinert Center For Entrepreneurship



**WISCONSIN**  
SCHOOL OF BUSINESS  
UNIVERSITY OF WISCONSIN-MADISON  
TOGETHER FORWARD®

WEINERT CENTER *for*  
ENTREPRENEURSHIP

## Entrepreneurial Excellence

The Weinert Center for Entrepreneurship at the Wisconsin School of Business is dedicated to teaching, research, and service pertaining to entrepreneurial management and enterprise development.

UW–Madison undergraduate and graduate students in all areas of study take classes in entrepreneurship and other related topics in preparation for roles as business owners and leaders, corporate intrapreneurs, and advisors to small and mid-sized businesses.

# #6

## Entrepreneurship Program in U.S.

—*Financial Times*

## Entrepreneurship Student Organizations

Connect with other students to share business ideas and resources for startup companies.

- Badger Entrepreneurs (UW–Madison students)
- Entrepreneurship Association (MBA students)
- MadVentures (UW–Madison students)
- The Hub (UW–Madison students)
- Transcend (UW–Madison students)
- WEB Alumni Network (former WEB students)

Visit [go.wisc.edu/weinertwebresources](http://go.wisc.edu/weinertwebresources) to learn more about these organizations.

## Annual Events

Events and competitions offer undergraduate and graduate UW–Madison students the opportunity to grow the skills they need to pursue their entrepreneurial ideas and goals.

### Distinguished Entrepreneurs Lunch Program

This popular (and free) weekly pizza luncheon series offers students the opportunity to connect with and learn from entrepreneurs and industry experts in a unique setting.

### Wisconsin Entrepreneurship Showcase

The Wisconsin Entrepreneurship Showcase takes place each fall and features prominent entrepreneurs speaking about their experiences and leading small-group networking sessions.

### Partner Up!

This event helps connect UW students with each other to learn about and potentially launch startup companies.

### Competitions

In addition to numerous campus competitions, students often attend Startup Weekend, the Governor's Business Plan Contest, and others. Visit [go.wisc.edu/weinertwebresources](http://go.wisc.edu/weinertwebresources) to learn more about these competitions.

*These and other entrepreneurship events can be found at [go.wisc.edu/entrepreneurship-events](http://go.wisc.edu/entrepreneurship-events).*



## Undergraduate Programs

Entrepreneurship programs give students many opportunities to plan and create new businesses and work on projects with local firms.

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» **Undergraduate Certificate in Entrepreneurship (for non-business students)**

This 15-credit certificate program bundles entrepreneurship courses with curricula of several colleges and schools at UW–Madison. This program emphasizes entrepreneurship, creativity, and innovation.

» **Undergraduate Major in Entrepreneurship (for BBA students)**

Entrepreneurship for students interested in bringing new ideas to the marketplace; often combined with another business major.

» **Entrepreneurial Residential Learning Community (ERLC)**

The ERLC is a vibrant community of students living in Sellery Residence Hall who share and develop their entrepreneurial ideas. Students come from all areas of study, including engineering, design, retailing, music, science, and business.

*Undergraduate courses can be found at [go.wisc.edu/undergradentrepreneurshipcourses](http://go.wisc.edu/undergradentrepreneurshipcourses)*

## Graduate Programs

Our programs offer graduate students the opportunity to complement their degree with the skills needed to create successful entrepreneurial ventures.

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» **Graduate Certificate in Entrepreneurship (for students in all areas of study)**

For UW–Madison students who hope to work with or become entrepreneurs; 12 credits.

» **Graduate Certificate in Strategic Innovation (for students in all areas of study)**

For UW–Madison students who want to focus on innovation in both corporate and startup environments; 12-credits.

» **Wisconsin MBA Fellowship in Enterprise Development Program**

Full-time MBA students can apply in their first year of the MBA. The fellowship program complements other specialized curricula and integrates entrepreneurship coursework and mentoring in a rigorous program added to second-year coursework.

» **Entrepreneurship (WAVE) Practicum**

Teams of graduate students work on developing a business and present to the advisory board for potential startup funding.

» **Wisconsin Entrepreneurial Boot Camp (for non-business students)**

WEB is a one-week intensive summer training program in technology entrepreneurship for graduate students in the sciences, technology, engineering, and math (STEM) fields.

» **Doctoral Minor in Entrepreneurship (for non-business Ph.D. students)**

This 10-credit Option A minor is for Ph.D. students interested in research in the entrepreneurship field.

*Graduate courses can be found at [go.wisc.edu/gradentrepreneurshipcourses](http://go.wisc.edu/gradentrepreneurshipcourses)*

*Learn More: Visit [bus.wisc.edu/centers/weinert](http://bus.wisc.edu/centers/weinert) to get started.*



## Additional Resources for Students and Alumni

### Business and Entrepreneurship Clinic

Provides free business advice and services for Wisconsin-based entrepreneurs.

### Discovery to Product (D2P)

This major partnership between UW–Madison and the Wisconsin Alumni Research Foundation (WARF) is focused on entrepreneurship and bringing UW–Madison technologies and innovations to market.

### INSITE Entrepreneurship Resource Guide

A detailed list of entrepreneurial resources available to UW students can be found at [go.wisc.edu/entrepreneurshipguide](http://go.wisc.edu/entrepreneurshipguide).

# Top 25

Undergraduate  
and Graduate  
Entrepreneurship  
Programs in the U.S.

—*Princeton Review/  
Entrepreneur Magazine*



## Contact Us!

Please send us an email or stop by our office to learn more about our programs.

### Weinert Center for Entrepreneurship

5110 Grainger Hall  
975 University Avenue, Madison, WI  
608-263-2882

[bus.wisc.edu/centers/Weinert](http://bus.wisc.edu/centers/Weinert)  
[weinertcenter@bus.wisc.edu](mailto:weinertcenter@bus.wisc.edu)

[Facebook.com/WeinertCenter](https://www.facebook.com/WeinertCenter)

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 Weinert Center for Entrepreneurship  
at the Wisconsin School of Business