Lawrence Technological University, enrolling nearly 5,000 students, is among Michigan’s largest independent universities. Over 50 degree programs are offered at the associate, baccalaureate, master’s, and doctoral levels through Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management. LTU’s full-service 120-acre campus in Southfield offers a complete range of modern academic, residential, and recreational facilities along with plenty of free parking. Extension and corporate on-site programs are also offered. Lawrence Tech was founded in 1932.

NOTICE OF NON-DISCRIMINATORY POLICY
Lawrence Technological University adheres and conforms to all federal, state, and local civil rights regulations, statutes, and ordinances. No person, student, faculty, or staff member will knowingly be discriminated against relative to the above statutes. LAWRENCE TECHNOLOGICAL UNIVERSITY IS AN EQUAL OPPORTUNITY EMPLOYER.
Today’s industry is looking for engineers who possess technical and business skills. Lawrence Tech’s Lear Entrepreneurial Center’s Certificate Program provides a vehicle for sharpening your skills in business process and teamwork—indispensable capabilities for working in small or large companies. Students are given the opportunity to lead a design team, participate in marketing strategy meetings, and work within budget constraints.

The program is open to all engineering students who want to participate in bringing real products and services to market while solving real-world engineering problems. Working within student enterprises, the program emphasizes course work and the development of creativity and innovation, communication and teamwork, and an understanding of the marketplace and strategic management—all of which are necessary to move into corporate leadership positions.

"The Lear entrepreneurial program provides students with an extended ‘big picture’ view of company operations leading to an understanding of other disciplines and how all must interact in a successful enterprise. The program seeks to produce better engineers who are able to contribute more to company success.”

Eudora Adolph, CEO, Consilio Response Team, and entrepreneur

Program Goals

Student enterprise is an integral part of the Lear Entrepreneurial Certificate Program. The program aims to provide students with the tools, knowledge, and skills necessary to meet the challenges of working in an entrepreneurial environment. The program seeks to prepare graduates to:

- Work in growth-oriented organizations
- Start and manage their own firms
- Develop management and leadership skills for leading teams of professionals in large and small corporations
- Communicate effectively for ongoing entrepreneurship success
- Develop a complete business plan
- Develop sound marketing and financial plans

Facility include marketing experts, financial consultants, attorneys, venture capitalists, and successful entrepreneurs, selected to bring their career skills into the classroom and develop specific course work for this program.

Students in the Lear Entrepreneurial Certificate Program stand apart from traditional engineering graduates. They gain knowledge and understanding of the business world from a combination of class work and practical experience to supplement their core engineering, math, and science courses.

Program Structure

Students participate in the program their sophomore through senior years. Business skills are integrated throughout their engineering degree program. The Lear curriculum is two-pronged and consists of:

- Active participation in the operation of a student engineering enterprise
- Completion of course material (instructional modules)

The instructional modules focus on the basic business skills demanded of engineering graduates. Core courses include finance, marketing, strategic management, technical and professional communication, and business law. The program is capped by a student engineering enterprise in which students form on-campus companies that make and sell products, provide services, or complete projects.

For more information, visit www.ltu.edu/lec.