

GLOBAL ENTREPRENEURSHIP SKILLS - MICRO-CREDENTIAL

The Global Entrepreneurship Skills micro-credential equips students and professionals with the knowledge, mindset and skills to identify, launch and scale entrepreneurial ventures in an international context. Whether they're interested in building a startup with global reach, expanding a business into new markets or collaborating across borders, this credential prepares learners to operate effectively in diverse and dynamic environments.

Key Learning Outcomes

- Understand how cultural, economic, legal and political differences influence entrepreneurship globally.
- Develop strategies for launching and scaling ventures across international markets.
- Gain familiarity with global innovation ecosystems and cross-border collaboration models.
- Explore case studies of successful international ventures and social enterprises.
- Strengthen intercultural communication and negotiation skills essential to global entrepreneurship.

Eligibility

- CU Boulder students (including degree-seeking and nondegree/ACCESS)
- Students from our partner school, Nagoya University

Delivery Mode

Hybrid of in-person and online delivery

Credit Status

Noncredit

Academic Level

- Graduate
- Undergraduate
- Professional

Time to Completion

25 days

Fee

No, but students will need to pay for the student abroad portion.

Requirements

- Pre-program virtual design sprint (10 sessions)
- 15 day/14 night trip to Japan (Tokyo/Nagoya)

Additional requirements include:

- **Market research:** Students conduct customer surveys in the field using a self-created scorecard. I've attached an example of the scorecard they use to collect feedback from potential customers or the public.

- **Pitch presentation:** Teams will present their ideas using Canva or PowerPoint. Each presentation includes a functional prototype or mock-up of their solution.
- **Team evaluation:** We assess participation based on engagement during lectures, activity on our Discord server and in-person collaboration during the Nagoya program.

Criteria

1. Completion of Pre-Program Virtual Design Sprint (10 sessions)

- **Requirement:** Attend at least 80% of the virtual sessions (8 out of 10), actively participate in discussions and contribute to team deliverables.
- **Demonstrated skills:** Entrepreneurial mindset, collaboration, problem identification and early ideation.
- **Assessment:** Participation logs, team feedback and submission of a preliminary concept or value proposition canvas.

2. Active Participation During In-Country Experience (15 Days in Japan: Tokyo & Nagoya)

- **Requirement:** Engage fully in daily programming, including workshops, cultural immersion, team work sessions and company visits.
- **Demonstrated skills:** Cultural agility, adaptability, team collaboration and professional conduct in cross-cultural settings.
- **Assessment:** Faculty/staff observations, peer evaluation and self-reflection journals.

3. Completion of Field-Based Market Research

- **Requirement:** Develop and implement a customer scorecard to conduct interviews or surveys with at least 10 individuals in the Japanese market.
- **Demonstrated skills:** Customer discovery, critical thinking, active listening and data collection and synthesis.
- **Assessment:** Submission of the completed scorecard, summary of key insights and explanation of how feedback was incorporated into solution development.

4. Team Pitch Presentation

- **Requirement:** Contribute meaningfully to the creation and delivery of a 7–10-minute pitch that includes a prototype or mock-up, clear value proposition and implementation plan.
- **Demonstrated skills:** Communication, visual storytelling, business modeling and public speaking.
- **Assessment:** Rubric-based evaluation by faculty and/or judges on pitch clarity, design quality, innovation and team coordination.

5. Engagement and Collaboration Metrics

- **Requirement:** Participate consistently on team channels (e.g., Discord), contribute to team-based work and demonstrate respect and collaboration throughout the program.
- **Demonstrated skills:** Teamwork, initiative, professionalism and digital communication.
- **Assessment:** Engagement tracking on Discord, peer evaluations and instructor feedback.

Learning Outcomes

By completing the Global Entrepreneurship micro-credential, learners will be able to:

- Apply design thinking and lean startup methods to real-world challenges.

- Conduct effective customer discovery in an international context.
- Develop and iterate on a product, service or solution based on direct feedback.
- Present entrepreneurial ideas confidently and clearly to a diverse audience.
- Collaborate with multicultural teams under dynamic conditions.
- Demonstrate cultural awareness and adaptability in global business environments.

Core Competencies

- **Entrepreneurial mindset:** Initiative, resilience and creative problem-solving.
- **Global competence:** Cultural sensitivity, international awareness and adaptability.
- **Market research & validation:** Customer engagement, data interpretation and insight-driven iteration.
- **Communication:** Clear, persuasive speaking and visual presentation skills.
- **Team collaboration:** Active participation, peer accountability and shared responsibility for outcomes.

Skills

- Customer discovery
- Collaboration
- Cultural awareness
- Design thinking
- Entrepreneurial mindset
- Human centered design
- Networking
- Pitch deck design
- Public speaking
- Problem identification and solving