
Certificate in Entrepreneurship

Information Session
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IVEY

Richard Ivey School of Business
The University of Western Ontario

“I want to put a ding in the universe.”

-Steve Jobs (1955-2011)

“It’s not easier to be an entrepreneur, but the job security in more traditional paths has evaporated.”

-Brian Anderson, Assistant Professor, Ivey School of Business

“Entrepreneurs have a key role to play in fostering Canada’s growth, creating jobs and cultivating innovation and prosperity.”

-Vivian Prokop, chief executive with the Canadian Youth Business Foundation

About the Certificate in Entrepreneurship

- The Certificate in Entrepreneurship was created to provide students with a coordinated set of courses and experiences that will best position them to begin their entrepreneurial journeys.

WHY A CERTIFICATE IN ENTREPRENEURSHIP?

The Certificate will appeal to students who:

- 1) are committed to starting a new business as soon as feasible;
- 2) intend to launch or buy a new business at some point in the future;
- 3) know that many of the best employers seek employees with entrepreneurial skills and abilities.

Course Requirements

1.75 Credit of mandatory courses

- Ivey New Venture Project (INVP) 4410(1.0)*
- Opportunity Recognition 4422(.25)
- New Venture Creation 4452(.25)
- Managing High Growth Comp. 4432(.25)

At least .75 Credit of specialty courses

- Entrepreneurial Finance 4439(.50)
- Entrepreneurial Marketing 4441(.50)
- Leading Family Firms 4465(.25)
- Social Enterprise 4529(.50)

* INVP selection is based upon a written business proposal. Not all certificate applicants will be accepted into INVP. Please choose your team and idea wisely.

Course Requirements Continued

- Students are required to have a total of 6.0 credits upon completing their second year
- Quarter courses = .25 credits
- Half courses = .50 credit
- The HBA program office will provide instructions on the required courses at the time of bidding

Additional Recommendations

In addition to course work it is recommended that students:

- Submit a business plan to the Ivey Wes Nicol Business Plan Competition
- Become an active member of Entrepreneurship Club

Benefits

Entrepreneurship Courses

- Course work will help students understand process of entrepreneurship and begin process of lifelong learning
- Elective courses will give the students deeper grounding in specific content

Benefits Continued..

Entrepreneurship Scholarship

- The Institute for Entrepreneurship has supported \$150,000 in scholarships for 2011-2012 (HBA, MBA & PhD programs)

HBA scholarships are available:

- Courthill Capital Leadership Award
- Gudewill Scholarships for Entrepreneurship
- J. Armand Bombardier HBA Scholarships in Entrepreneurship
- John R. Currie Award in Entrepreneurship
- Pierre L. Morrissette HBA Award in Entrepreneurship
- Sabourin Family HBA Scholarship in Entrepreneurship
- Tevya Rosenberg HBA Award in Entrepreneurship

*Please see the Ivey Entrepreneur website for more scholarship information

Benefits Continued..

Events

- 3x5 Dinners - Opportunity to meet and have dinner with successful entrepreneurs in a number of industries
- Provide support to attend conferences
- Entrepreneur Guest Speaker events
- Opportunity for involvement with the Ivey Advisory Council

**For all events, the first choice will be to students in the Certificate stream

Summer Opportunities

If interested in entrepreneurial setting for the summer, connecting & networking is key (recruiting typically done by word of mouth not formal recruiting channels).

- Use the following resources to help identify contacts:
- Business Databases (found within Business Library Online)
- City/Chamber of Commerce/Economic Development Sites
- Alumni Directories/LinkedIn
- Corporate Websites/Industry Association Sites

Wes Nicol Business Plan Competition

Ivey's Wes Nicol Business Plan Competition is open to Ivey HBA students. Teams will be selected to present their business plan to a panel of judges on **Friday, February 3, 2012 at Ivey**. The top team may be invited to compete in the National Wes Nicol Business Plan Competition in Ottawa on March 26-27, 2012.

National

The top team from the local competition may be invited to compete in the Wes Nicol Entrepreneurial Award in Ottawa on March 26-27, 2012. All expenses are paid by the Wes Nicol Foundation. The national panel of judges is drawn from a broad spectrum backgrounds and industries. The competition (<http://www.nicol-award.com>) is sponsored by Wes Nicol, Ottawa entrepreneur and founder of Tartan Homes.

THE REWARD

Local

1st Place	Cash	\$5,000
2nd Place	Cash	\$2,000
3rd Place	Cash	\$1,000

HOW TO ENTER

Team must submit an Executive Summary of their business plan and the names of the team members by 12:00 pm on **Friday, January 20, 2012** to Deanna Bond via email (dbond@ivey.ca) or printed copy to room 1N55. Judges will be looking for potential both in the opportunities and in the teams.

Key Dates

- The Certificate Application form will be available on our website under Programs – www.iveyentrepreneur.ca
 - Resume, Cover letter, Essay (3 questions)
 - Applications are due Monday, December 5th
 - Submit electronic application to Tara Grzegorzcyk (tgrzegorzcyk@ivey.ca)
- Wes Nicol - Executive Summary of business plan and the names of the team members by 12:00 pm on Friday, January 20, 2012 to Deanna Bond via email (dbond@ivey.ca) or printed copy to room 1N55.