

PURPOSE

The Certificate in Entrepreneurship engages MBA students in the knowledge and practice of entrepreneurship, which aims to enhance their ability to achieve their professional, economic and personal dreams.

Students may apply to the Certificate in Entrepreneurship following acceptance into Ivey's MBA program. The application consists of background and essay questions, and a copy of the student's resume.

WHY A 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. 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.

Students enrolled in the Certificate will be invited to participate in entrepreneurship programs and events offered by Ivey's *Pierre L. Morrissette Institute for Entrepreneurship* (such as 3x5 Dinners and Ivey Venture Forum) and will be preferred for entrepreneurship scholarships offered through the Richard Ivey School of Business and Western University.

ACADEMIC REQUIREMENTS

Academic requirements for the Certificate in Entrepreneurship include successful completion of the following courses:

	<u>Credits</u>
A. Students enrolled in the Certificate in Entrepreneurship must complete the following entrepreneurship courses and electives:	
Ivey New Venture Project (INVP)* (9498)	1.5
New Venture Creation (9405) - August 2012	0.75
Managing High Growth Firms (9460) - January 2013	0.75
Entrepreneurial Finance (9430) - February 2013	0.75

* (AMBA (Accelerated MBA) students are not required to complete the INVP course as part of the AMBA program requirements. AMBA students wishing to consider enrolling the INVP course should contact Tara Grzegorzcyk in the Entrepreneurship Institute and Larysa Gamula in MBA Program Services to discuss course and program requirements.)

- B. Students enrolled in the Certificate in Entrepreneurship must complete any two (2) of the following electives. All electives are 0.75 weight.
- Business Law (9400)
 - Competition and Competitor Analysis (9419)
 - Consumer Brands Marketing (9425)
 - Global Marketing (9438)
 - High Impact Presenting (9412)

- Management Consulting (9402)
- Managing People for Exceptional Performance (9411)
- Negotiating for Leaders (9410)
- New Media Marketing (9449)
- Private Equity (9452)
- Sustainable Business Practices (9446)
- Transformational Leadership (9447)

ENGAGEMENT RECOMMENDATIONS

In addition to completing the above academic requirements, students interested in a robust entrepreneurship experience while at Ivey should consider engaging in one or more of the following options:

- 1) Submit a business plan to Ivey's *IBK Capital – Ivey Business Plan Competition (January 2013)* or to any other business plan competition that invites graduate student/team participation. *(Students invited to attend external business plan competitions may contact Ivey's Pierre L. Morrissette Institute for Entrepreneurship to discuss funding assistance to help defray participation costs.)*
- 2) Become an active member of LEADER Project or China Teaching Project.
- 3) Become an active member of the student-run Entrepreneurship Club.
- 4) Attend a conference, workshop, symposium or summit related to your area of entrepreneurial interest. *(Travel and attendance fees remain the responsibility of the individual, however subsidies may be available at the discretion of the Institute.)*

THE CERTIFICATE

An Entrepreneurship Review Committee will review students' records to verify whether or not requirements for the Certificate in Entrepreneurship have been met. MBA students who successfully complete the above requirements will be awarded a *Certificate in Entrepreneurship* at the close of the MBA program.

CONTACT

Further information and applications for the entrepreneurship certificate are available through:

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