

Certificate in Entrepreneurial Management

Innovate. Lead. Succeed.

The Certificate in Entrepreneurial Management is designed to empower imagination, apply knowledge, encourage innovation, and accelerate career and entrepreneurial success.

Throughout the program, you will develop critical skills necessary for pursuing your professional career aspirations, including:

*Innovation and Creativity
Opportunity Recognition and Assessment
Strategic Business Planning
Leadership
Negotiation and Conflict Resolution
Financial Analysis and Budgeting
Sales and Market Analysis
Verbal and Written Communications
Team Building
Professional Networking*

Build Your Resume Through Real-World Experience

Each semester, JPEC provides students with real-world learning experiences through the Entrepreneurship: Business Consulting course for upper level undergraduate and graduate students. Student teams work with growing companies across Iowa to conduct professional business consulting projects; types of projects include market research and analysis, strategic business planning, financial forecasting, and growth planning. The course provides students the opportunity to work with emerging company executives to identify opportunities and create implementation plans for building successful companies. **The course helps to build project management, problem solving, and professional communication skills—essential for today's business leaders and owners.**

In 2008, a student team for the Entrepreneurship Business Consulting class worked with the company Omnios, a leading provider of consulting services for organizations. The team determined target market segmentation in the Chicago area and across the US through industry background research, data collection initiatives, and extensive company interviews. A member of the student team, Russell Kontos said, "Working with Omnios and especially Mike Silver (a partner at Omnios) has given me insight into the consulting industry, an area I hope to enter in the near future."



Network with Successful Business Leaders

Through our diverse speaker series, students have the opportunity to gain expert advice and network with successful entrepreneurs and business leaders such as Ted Waitt, Co-Founder of Gateway, Inc., Tom Bedell, former CEO of Pure Fishing, and John Pappajohn, Founder of Equity Dynamics Inc. and Pappajohn Capital Resources. During these events, you have the opportunity to learn how to build a successful business, seek advice about your future plans, and discuss opportunities for mentoring, internships and job placement.

Raise Money for Your Business

During the year, JPEC and its partners offer several opportunities for students to raise money to start or grow their business while in college. Annually, JPEC awards over \$60,000 in cash prizes through its business plan and elevator pitch competitions. JPEC's goal is to help foster and grow the next generation of entrepreneurs and business leaders.



Start a Business in the BELL

The Bedell Entrepreneurship Learning Laboratory (BELL) is a learning environment for advanced entrepreneurship students pursuing the creation of a new business. As a member of the BELL you will receive private office space located in the heart of the UI campus in a newly remodeled 10,000 SF facility, enabling you to concentrate on developing your business concepts. Members also receive intensive one-on-one mentoring, business plan development assistance, and a variety of other assistance from JPEC and the Small Business Development Center faculty and staff.



Join a Club to Enhance Your College Career

I-Envision is a University-wide entrepreneurship club that provides an environment for exchanging entrepreneurial ideas, experiences, and knowledge. Members gain value by engaging in activities that foster community and civic engagement and entrepreneurial spirit. As a member of the club you will also have opportunities to travel to participate in statewide or regional collegiate entrepreneurial competitions and conferences.

Certificate Requirements

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Required Courses: *Check ISIS for prerequisites.*

<u>Did you know?</u>	06T:120	Entrepreneurship and Innovation	3 s.h.
Over 60 different majors participate in the entrepreneurial program.	06T:133	Entrepreneurial Finance	3 s.h.
	06T:134	Entrepreneurial Marketing	3 s.h.
Recognized as a National Model Program by USASBE	06T:150	Managing the Growth Business	<u>3 s.h.</u> 12s.h.

Elective Courses (select two): *Check ISIS for prerequisites.*

JPEC is regularly ranked in the top 25 best undergraduate entrepreneurial programs in the nation by <i>Entrepreneur</i> magazine and <i>The Princeton Review</i> .	06T:144	Nonprofit Organizational Effectiveness I	3 s.h.
	06T:145	Legal Aspects of Entrepreneurship	3 s.h.
	06T:146	Strategic Management of Technology and Innovation	3 s.h.
Jared Garfield won more than \$35,000 in business plan competitions during his college career at The University of Iowa including a \$10,000 award for his 500 second elevator pitch at Ball State University.	06T:147	Social Entrepreneurship	3 s.h.
	06T:148	E-Commerce Strategies for Entrepreneurs	3 s.h.
	06T:155	Arts Leadership Seminar	3 s.h.
	06T:190	Seminar in Entrepreneurship: Real Estate	3 s.h.
	06T:191	Practicum in Entrepreneurship	3 s.h.
In early 2002, Ben Anderson, along with a group of classmates started X-Wires as a group project for an entrepreneurial class. The group identified an unmet niche in the Internet service market in Iowa City and began providing high-speed Internet services to businesses, residences, in and around Iowa City. Anderson joined Dynamic Broadband in April, 2007 when his company X-Wires Communications was acquired.	06T:192	Entrepreneurship: Business Consulting	3 s.h.
	06T:194	Advanced Business Planning	3 s.h.
	06T:199	Academic Internship	1-3 s.h.
	06J:125*	Entrepreneurial Strategy	3 s.h.
	06J:156*	Dynamics of Negotiation	3s.h.
	06M:105*	Web Business Strategy	<u>3 s.h.</u> 6 s.h.

** Check ISIS to determine your eligibility.*

A minimum GPA of 2.0 must be maintained in all coursework for the certificate.

Declare the Certificate in Entrepreneurial Management

Any UI undergraduate student is eligible to participate. Take just one course or complete the certificate - we welcome all students! To declare the certificate, business and pre-business students should contact the Tippie College of Business Undergraduate Program Office in C120 PBB, and liberal arts and science students should contact the College of Liberal Arts and Science Programs and Services Office (CLASPS) in 120 SH. **Visit www.iowajpec.org for more information.**