



**GAYLE & BILL COOK CENTER  
FOR ENTREPRENEURSHIP**  
Ivy Tech Community College Bloomington

[www.ivytech.edu/study-entrepreneurship](http://www.ivytech.edu/study-entrepreneurship)

**ENTR 101 - The Entrepreneur and the Enterprise**

This is an introductory entrepreneurship course that focuses on the creation of new ventures and the relationship between ideas, entrepreneurs, markets and enterprise as well as the role that entrepreneurship plays in our economy. The course evaluates the business skills and commitment necessary to successfully operate an entrepreneurial venture and help students decide if they have an interest in starting or being part of an entrepreneurial driven business.

**ENTR 105 - Entrepreneurial Marketing and Market Research**

Targeted to students interested in creating and growing their own businesses, this course will focus on key marketing strategies particularly relevant for new ventures. Students will: (1) apply marketing concepts to entrepreneurial company challenges, which include creating and nurturing relationships with new customers, suppliers, distributors, employees and investors; and (2) understand the special challenges and opportunities involved in developing marketing strategies "from the ground up." Attention will also be paid to e-marketing techniques and the use of social networking as they apply to marketing products and services.

**ENTR 201 - Venture Growth and Development**

This course discusses financial, human resource, operations and marketing issues that face entrepreneurs whose businesses are confronted with significant growth potential or that have matured. Among the topics discussed are franchising, initial public offerings, mergers, succession, estate planning, global expansion and exit strategies.

**ENTR 205 - Financial Management for Entrepreneurs**

Upon successful completion of this course, the student should be able to identify and evaluate the various sources available for funding an enterprise; demonstrate an understanding of financial terminology; read, prepare and analyze a financial statement; and write a loan proposal. In addition, the student should be able to explain the importance of working capital and cash management. The student should also be able to identify financing needs, establish credit policies, and prepare sales forecasts.

**ENTR 210 - Entrepreneurial Tax and Finance**

This is a comprehensive course covering federal and state tax situations for businesses. Tax topics will include income tax, sales and use tax, payroll tax, and unemployment tax. Financial topics will include insurance, employee benefits, retirement planning, budgeting, interpretation of financial statements, and learning how to work with an accounting professional.

**ENTR 250 – New Venture Development**

Application of principles and skills needed for implementation of a business plan to own and operate a successful venture. The principles and skills of the entrepreneur are utilized in the decision making process including the appropriate business structure and organization, developing plans and strategies for the entrepreneurial venture, financing strategies, exploring growth opportunities, and successful managing of scarce resources.

## Educational Track

Certificate in Entrepreneurship	Technical Certificate	Associate of Applied Science
Certificate in Entrepreneurship (CT)	Technical Certificate(TC) in Entrepreneurship	Associate of Applied Science In Business Administration
<p><i>This Certificate in Entrepreneurship is designed for students and graduates from other academic programs who may want to start their own business and are looking for the skills to become an entrepreneur.</i></p>	<p><i>This Technical Certificate (TC) program is designed for students who are seeking to own, operate or manage an entrepreneurial enterprise and want to pursue a Technical Certificate in Entrepreneurship.</i></p>	<p><i>This credit hour degree program is designed for students that plan to pursue a two-year Associate of Applied Science Degree in Business Administration (AAS) with an emphasis in Entrepreneurship.</i></p>
<p><b>Semester 1:</b>            ENTR 101 <i>The Entrepreneur and the Enterprise</i>            ENTR 105 <i>Entrepreneurial Marketing and Market Research</i>            ENTR 205 <i>Financial Management for Entrepreneurs</i></p> <p><b>Semester 2:</b>            ENTR 201 <i>Venture Growth and Development</i>            ENTR 210 <i>Tax and Finance</i>            ENTR 250 <i>New Venture Development</i></p>	<p><b>Semester 1:</b>            IVYT 114 – Student Success in Business            COMM 101 – Fundamentals of Public Speaking            ACCT 101 – Financial Accounting            ENTR 101- The Entrepreneur and the Enterprise            ENTR 105 – Entrepreneurial Marketing and Market Research            ENTR 205 – Financial Management for Entrepreneurs</p> <p><b>Semester 2:</b>            CINS 101 – Introduction to Microcomputers (or)            ACCT 122 – Accounting Systems Applications            MKTG 102 – Principles of Selling            ENTR 201 – Venture Growth and Development            ENTR 210 – Entrepreneurial Tax and Finance            ENTR 250 – New Venture Development</p>	<p><b>Semester 1:</b>            BUSN 101 Introduction to Business            BUSN 201 Business Law            BUSN 105 Principles of Management            CINS 101 Introduction to Microcomputers            ENGL 111 English Composition            IVYT 1XX Student Success Elective</p> <p><b>Semester 2:</b>            ACCT 101 Finance Accounting            BUSN 120 Business Ethics and Social Responsibility            MKTG 101 Principles of Marketing            XXXX XXX Business Statewide Elective^^            XXXX XXX Humanities/Social Sciences Elective</p> <p><b>Semester 3:</b>            ACCT 102 Managerial Accounting            BUSN 202 Human Resource Management            COMM 101 Fundamentals of Public Speaking            ECON XXX Economics Elective            MATH 1XX Mathematics Elective</p> <p><b>Semester 4:</b>            BUSN 204 Case Problems in Business            BUSN 279 Capstone Course            XXXX XXX Business Statewide Elective^^            XXXX XXX Business Statewide Elective^^            XXXX XXX Life/Physical Sciences Elective</p>

**^^Business Statewide Electives**

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ENTR 250 New Venture Development