

Swenson Institute for Entrepreneurial Development

Northland Community & Technical College offers cutting edge entrepreneurship education. The Entrepreneurship certificate program is designed to meet the educational needs of business and entrepreneurship in Northwest Minnesota.

For more information on the entrepreneurship program or to register for courses, contact:

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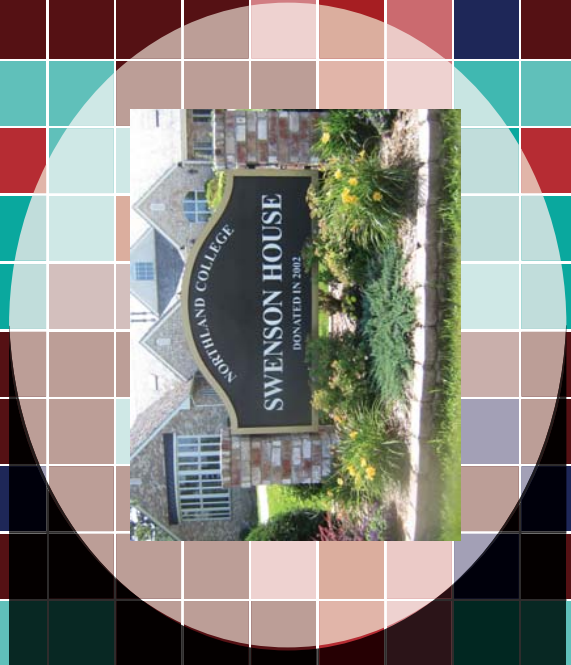
The entrepreneurship program is designed to deliver the education and information that businesses need. The entrepreneurship education program is delivered through a number of different methods and can be custom designed to meet the educational needs of business. The program offers a combination of traditional academics, and individualized (one-to-one) instruction. The students are able to choose the methods that best fit their needs.

Center for Outreach & Innovation

Thief River Falls Campus
1101 Hwy 1 E
Thief River Falls, MN
(218) 683-8645
1-800-959-6282

East Grand Forks Campus
2022 Central Ave NE
East Grand Forks, MN
(218) 793-2487
1-800-451-3441

www.northlandcollege.edu/coi



The students are able to complete the classes while taking other education or training, or continuing their employment.

This document is available in alternative formats to individuals with disabilities by contacting:
Dean Dalen - Thief River Falls Campus
at (218) 793-2382 or 1-800-959-6282, or
TTY (218) 683-8801.

An Affirmative Action/Equal Opportunity Educator & Employer



Entrepreneurship Courses

16 credits (non credit options available)

Core Courses

Intro to Entrepreneurship (3 part series)

What is entrepreneurship and is it right for you? Discover the advantages and disadvantages of entrepreneurship as a career choice. Recognize the skill to operate a business venture; analyze business opportunities; and evaluate personal strengths and weaknesses.

Entrepreneur Business Plan (3 part series)

Prepare a well defined concept statement that clearly explains business product and service; prepare a business plan and strategy; identify funding sources and personal goals.

Entrepreneur Marketing (3 part series)

Recognize the importance of marketing and develop marketing objectives. Prepare a marketing plan utilizing sales mix, pricing policies, and a promotional calendar.

Legal Environment of Business (3 part series)

Identify the formation of business legal entities; describe the registration of trade names, trade marks, and service marks. Examine & investigate employment law. Explore franchising opportunities. Identify employee record keeping principles & identify employee right-to-know information.

Elective Courses

Introduction to Financial Management (3 part series)

This course outlines accounting systems, source documents, account entries, financial statements, balance sheets, cash flow statements.

Entrepreneurial Management (3 part series)

Describe management levels, functions, roles, and skills. Examine criteria for managerial success and examine the internal and external management environment. Compare decision making styles, methods, and tools.

Introduction to Quickbooks (1 credit)

This course will teach you how to identify the following: asset accounts, liability accounts, equity accounts, revenue accounts, expense accounts.

Elective Courses Continued

Intermediate Quickbooks (1 credit)

This course is more in depth and covers how to manage bank accounts, income, expenses, cost of goods sold, and liability accounts as well as other record keeping and analytical best practices.

HR and Employees (3 part series)

This course will outline how to identify personnel needs, write position descriptions, identify and evaluate potential employees, identify employee goals and outcomes, monitor employee progress, identify personnel file documents, and write an employee manual.

Insurance and Risk Management (1 credit)

This is a one credit course that will identify business risks; explain economic, financial, and personal risks.

