



Entrepreneurship Advisory Board

The Simmons Entrepreneurship Advisory Board, a noted group of investors, attorneys, entrepreneurs and scholars, exposes Certificate students to a network of experts enthusiastic about mentoring early stage entrepreneurs and helping them to reach their goals and realize their dreams.

Entrepreneurs-in-Residence

Entrepreneurs-in-Residence have deep experience in business ventures and social entrepreneurship in Boston, the U.S. and around the world. They are active members of the Simmons entrepreneurial community and are available to meet individually with students.

Silverman Business Plan Competition

An annual contest open to Simmons School of Management alumnae and current entrepreneurship students, the Silverman Business Plan Competition provides expert support and access to valuable networks. Winners receive cash awards and in-kind prizes valued at more than \$20,000, but the true benefit of participating is the expert advice and recommendations from a stellar team of coaches and judges.

Leading Women Entrepreneurs Series

The Leading Women Entrepreneur Series brings women of outstanding entrepreneurial ability to Simmons to address critical business issues and offer personal insights. The series provides students with access to experts and the opportunity to network across the College with our dynamic community of alumnae, partners, friends, faculty, and supporters.

Strategic Partnerships

Strategic partnerships with organizations such as The Commonwealth Institute, Boston's leading professional women's membership organization, provide extraordinary access to an expansive network of working professional women CEO's, entrepreneurs and senior corporate executives.

Is the Certificate Right for You?

The top graduate entrepreneurship program in New England and one of the top 25 in the United States.

Entrepreneur Magazine/Princeton Review 2006

The Simmons Certificate in Entrepreneurship educates and mentors women who aspire to launch and lead new ventures and connects and partners with women already engaged in entrepreneurial activity.

Four diverse paths that our Certificate in Entrepreneurship graduates follow:

- Launch successful for-profit business ventures
- Identify entrepreneurial pathways in the nonprofit or social sectors
- Secure positions in high growth start-up firms
- Grow existing small or family businesses

“The Certificate allowed me to develop and refine my goals, plans and network. The process of preparing for and winning the Silverman Business Plan Competition boosted my entrepreneurial spirit even higher as it provided me with extraordinary feedback on my business venture. I’m ready to succeed!”

Jennifer Christian-Murtie, founder and principal of Yadumu, Entrepreneurship Certificate '08 and 2007 Silverman Business Plan Competition Winner

Certificate at a Glance

- Rigorous coursework, experiential learning, and opportunities to hone skills through the hands-on entrepreneurship practicum
- Access to a vibrant network of entrepreneurs, investors and advisors
- Faculty who are distinguished experts and successful entrepreneurs provide one-on-one advising
- Classroom discussions on the challenges women may face in funding, leading, networking and negotiation
- Small student-to-faculty ratio promotes mentoring and learning
- Evening and weekend classes
- Certificate completed in just eleven months
- Focus on all types of ventures from for-profit to social venture start-ups
- Designed for WOMEN at all career stages: EARLY, MID, AND LATE

About Simmons School of Management

Simmons School of Management is the only business school in the U.S. designed specifically to advance women in leadership. We offer top-quality MBA, Leadership Development and Undergraduate Programs, as well as MBA Certificates in Entrepreneurship and Healthcare Administration. Our annual Leadership Conference is the world's premier leadership event for women, consistently attracting world-class leaders from business, government, education, media and the arts. Simmons is also home to the Center for Gender in Organizations, providing insights into gender and diversity in the workforce.

Contact Us

To learn more about the Certificate in Entrepreneurship, contact us today:

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SIMMONS

SCHOOL OF MANAGEMENT

CERTIFICATE IN ENTREPRENEURSHIP—
DESIGNED FOR WOMEN MBAS

www.simmons.edu/entrepreneurship



Discover the Entrepreneur in You

Are you a woman interested in launching a company, unveiling a new social venture, contributing to the growth of a start-up, or growing an existing small business?

Integrating the best ideas, knowledge and practice from the field, the Certificate in Entrepreneurship helps women master the business fundamentals of entrepreneurship before launching or growing a venture— greatly increasing their potential for success.

Recognized nationally for our innovative entrepreneurship program, Simmons School of Management serves as a dynamic incubator where women enjoy unparalleled opportunities to gain critical competencies, build a network of advisors, and gain access to social and financial capital.

Does being a woman make a difference?

Yes, absolutely. Women bring great passion, skills, and experience to entrepreneurship but they also face challenges as they launch and grow their businesses, gain access to capital, negotiate relationships and build their networks of suppliers and customers. Those challenges may help explain why, despite the fact that women today are founding businesses at twice the rate of men they still own significantly fewer firms overall and their businesses are smaller, less profitable and are largely restricted to particular industries.

Simmons' Certificate in Entrepreneurship prepares women to overcome the obstacles and to reap the personal and professional rewards of entrepreneurial careers. Hands-on coursework will help you establish credibility, research market potential, secure financing, and make your pitch for support. An entrepreneurship practicum provides you with the opportunity to work with an entrepreneurial CEO or engage in an intense investment period to build your own venture. Whether you plan to launch or grow your own venture, you'll acquire critical skills for creating sustainable ventures that have an impact.

The Certificate in Entrepreneurship is open to Simmons MBA students and alumnae. We also welcome applications from female MBA graduates of AACSB accredited business schools.

One of the nation's ten most innovative programs for entrepreneurs.

—Fortune Small Business 2006

The Four Pillars of Successful Entrepreneurship: Passion, Knowledge, Experience, and Networks

The Certificate in Entrepreneurship allows women to discover their individual passion, build knowledge, gain practical experience, and foster networks and mentoring relationships.

FINDING YOUR PASSION

Whether you are driven by a burning business idea, a pressing social need, or a desire to lead innovation – discovering your unique passion is a critical first step on the pathway to successful entrepreneurship. The Certificate in Entrepreneurship will allow you the opportunity to explore the many kinds of ventures and types of entrepreneurship—and decide which is right for you.

BUILDING KNOWLEDGE

The Certificate in Entrepreneurship encompasses a sequenced set of four courses that combine theoretical and experiential learning including a hands-on practicum where students work with an entrepreneurial CEO on a high-level consulting project.

> COURSE ONE

Entrepreneurship Feasibility Assessment*

In this team-based course, you will assess yourself and your interests, learn how to gauge opportunities in terms of market potential, and examine the strategic, operational, financial, and market viability of a business idea.

> COURSE TWO

Business Plans and Proposals*

A well-honed business plan is not just your venture roadmap; it is a critical asset for attracting seed capital, partners and advisors. In this second course, you will develop a professional business plan for your own venture idea using financial forecasting and in-depth market research; discover the multiple ways of legally establishing a for-profit business or social venture; chart growth options and their implications; and learn the costs and benefits of various financing vehicles.

> COURSE THREE

Managing the High Growth Firm

Launching a business is exciting, but growing (and staying in) business is the true mark of a successful entrepreneur. In course three, you will uncover the precise resources required during each stage of a new venture: funding a start-up, building market awareness and growing relationships with customers, employees and suppliers. You also will learn about “company killers” and how to safeguard against common pitfalls.

* Courses one and two can be taken for credit as part of the MBA program.

GAINING HANDS-ON EXPERIENCE

> COURSE FOUR

The Entrepreneurship Practicum

The practicum is an immersive, hands-on experience in which you will partner one-to-one with a successful entrepreneur to complete a professional consulting assignment. The practicum is “entrepreneurship-in-action” allowing you to complete a project of strategic importance while you gather experience and contacts to support your own objectives. With special approval from the faculty, you can use this course to launch your own venture.

Sample Practicum Companies

Bright Horizons Family Solutions
 causemedia
 CoNCERT Pharmaceuticals
 EILEEN FISHER
 Fox Relocation Management Corporation
 GreenFuel Technologies
 Isis Maternity
 Onyx Spectrum Technology
 Partners HealthCare
 Reebok
 Whole Foods Market

Entrepreneurship Excellence in Teaching Colleges Grant

—Coleman Foundation 2005-2008

FOSTERING NETWORKS AND MENTORING RELATIONSHIPS

At Simmons School of Management, we understand that developing entrepreneurial readiness is facilitated by exposure to role models and coaches who have triumphed over the roadblocks many women face as entrepreneurs. Throughout this innovative program, we will provide you with valuable opportunities to make connections, build networks, and develop mentoring relationships. In the classroom, you will be surrounded by other talented women who share your goal of building a successful business and who will become a lifelong resource. You will also have continuous access to the broader Simmons community of faculty (including successful entrepreneurs), researchers, advisors, and business leaders.

