



Entrepreneurship profile for:
Saint Mary's College

Data last updated on: 7/15/2013

Program Name

Contact

Majors

- No major reported to the CHE Inventory

Minors

- No minor reported to the CHE Inventory

Graduate Degrees

- No graduate degrees reported to the CHE Inventory

Certificates

- No certificate programs reported to the CHE Inventory

Individual Courses

- ▶ Small Business Accounting Systems (BUAD 307) Todd A. Norris
 - This course allows accounting majors/concentrates and other interested BUAD students to understand accounting information systems in a small business context. Students will learn about transaction processing, transaction cycles, internal control, computer security, system development and reporting systems. Students will experience setting up a chart of accounts and several typical AIS application subsystems such as order entry/sales, inventory, purchasing/payables/cash disbursement, and billing/receivables/ cash receipts. Students will have the opportunity to apply the content learned through cases and/or by working with a small business client who needs assistance with her small business accounting system. This course can be used to meet an upper level accounting elective course for the accounting major.
- ▶ New Venture (BUAD 342) Todd A. Norris
 - In the New Venture I class, students learn about new venture creation including formulation of a business plan, determining a viable business model, funding the business, price and promotion of the product/service, establishing an accounting information system, and other operational and launch issues faced by small business entrepreneurs. Focus on Lean Canvas system to create and develop ideas. This course can be used as an upper level management or marketing concentration course or as a BUAD upper level elective.

- ▶ Small Business Consulting (BUAD 443) Todd A. Norris
 - This course offers students the opportunity to experience real-world entrepreneurship by working with an actual client who either wants to launch a new venture or grow an existing business. Class time will be spent learning about the unique characteristics of small businesses and their owners. Additionally, students will learn about project management and the consulting process: specifically how to identify problems and opportunities confronting small, entrepreneurial firms; how to establish client trust; how to communicate effectively with clients; how to manage expectations; how to develop a project timeline and complete the project in a timely fashion. In the experiential portion of the course, student teams will be paired with a woman entrepreneur to create a set of value-creating deliverables for the client. Student teams will make a presentation and give a final consulting report to the client.

- ▶ Internship in Business (BUAD 499) Todd A. Norris
 - There is a new focus in BUAD 499 to place students with women-owned small businesses, when possible.

Seminars

- ▶ Entrepreneur-in-Residence Program Elaine Meyer-Lee
 - In prior years Patricia Miller, the co-founder of Vera Bradley came to campus and engaged with students from the CEO Club, the YEC Club, the New Venture Class as well as other students at a lecture held in Vander Vennet Hall. Jennifer Prosek, the Founder and CEO of JCP Communications, Inc served in a similar capacity fall semester, 2011. Scheduling for AY 2013/2014 is in process.

- ▶ Latina Conference 2012: Developing a Better Future Elaine Meyer-Lee
Link: <http://www.iaccrr.org/default.cfm>
 - WEI, in partnership with the Indiana Association for Child Care Resource and Referral (IACCRR), will host Latina Conference 2012: Developing a Better Future on Saturday, September 29. This year's event will be presented in Spanish and is intended for Latina child care providers. The focus of the conference is to help child care operators see themselves as business owners.

- ▶ Minority and Women's Business Enterprises (MWBE)- Northern Indiana Resource Fair Elaine Meyer-Lee
 - March 2011 2012 and 2013. In collaboration with the Indiana Department of Administration, the Saint Mary's College Women's Entrepreneurship Initiative (WEI) has hosted this event three years in a row. It has attracted participants from several Indiana counties who seek certification information to increase their business potential.

- ▶ Key4Women Collaborative Workshop: Three Communications Shifts Today's Business Leaders Can't Afford to Ignore - May 23, 2012 Martha L. Smith
 - Event was designed to help businesses take advantage of powerful new channels to engage clients, customers, and large online audiences via social media.

- ▶ Key 4Women The 6 Key Steps in Developing Your Marketing Strategy – June 12, 2012 Martha L. Smith
 - This workshop explored the discipline and process in developing a marketing strategy in our rapid changing marketplace. It used real life examples from companies like Mama Mary's Pizza crusts, Cycle Group Cat Litter, Adobe Drywall Company, Crystal Mountain Water, and Lowe's Corporation.

- ▶ Key4Women Wealth & Health Walk Workshop – September 7, 2012 Martha L. Smith
 - This seminar addressed four different topics: Managing Wealth; Managing the Wealth Creator; Managing Expectations; and Wealth Creation through Innovation through Financial Education. Participants were able to access all topics by breakout sessions.

- ▶ THRIVE HR Series for women business owners Martha L. Smith
 - In partnership with 1st Source Bank, the Women’s Entrepreneurship Initiative (WEI) at Saint Mary’s College hosted a series of events:
 - Successful Strategies for Hiring, Retaining and Communicating - October 12, 2013
 - Hiring and Motivating the Four Current Generations – November 9, 2012
 - Employee Engagement – Key to Optimum Performance – March 15, 2013
 - Performance Review Tips for Small Business Employees – May, 2, 2013

- ▶ Key4Women Generational Strategy in the Workplace - October 19, 2013 Martha L. Smith
 - Workshop designed to educate business owners on how four existing generations interact in the workplace.

- ▶ Key4Women Life Balance Workshop for Women Business Owners – November 11, 2012 Martha L. Smith
 - Time management presentation tailored exclusively for women to find work-life balance.

- ▶ The Magic Behind Our Dreams: Using the Power Within to Effect Positive Change in the World Martha L. Smith
 - Key4Women and the Entrepreneurship Initiative (WEI) at Saint Mary’s College and will host a motivational and goal-setting talk for local businesswomen.

Organizations/Clubs

- ▶ CEO Club Dr. Robert L. Williams, Jr.
 - There is a chapter of the national Collegiate Entrepreneurship Organization on the campus. Accompanied by Professor Williams, students attend the national CEO conference in Chicago.

- ▶ Attendance at the USASBE (United States Association for Small Business and Entrepreneurship) conference Dr. Robert L. Williams, Jr.
 - None in AY2012/2013; potential for 2013/2014. Professor Williams has acted as ad-hoc reviewer for USASBA conference papers.

Other Programs

- ▶ Taxpayer Assistance Program (TAP) Dr. Richard F. Measell
 - In the spring, the TAP students under the direction of Professor John Cergnul, began to provide tax assistance to sole proprietors.

- ▶ Women’s Entrepreneurship Initiative (WEI) Martha L. Smith
 - Saint Mary’s College offers many entrepreneurial workshops and seminars, primarily offered through the Women’s Entrepreneurship Initiative (WEI) which is a joint initiative between the college’s Department of Business Administration and the College’s Center for Intercultural Leadership. WEI is designed to support and promote women’s entrepreneurship.

► Student Engagement with other entrepreneur-related individuals

Martha L. Smith

- In addition to Patricia Miller and Jennifer Prosek, students also engaged with the Shannon Scholars: Karen Baker Hill '73 and Mark Hill, Jennifer Bradburn '01 and Mary Elizabeth Ulliman'10 from Google, Jill Hebert, Founder and CEO of Matrex Exhibits, Inc. as well as a number of professionals who work with entrepreneurs. As a result of the meeting with The Baker-Hill's, two Saint Mary's New Venture students applied for and received offers for post graduation positions as Orr Fellows (two in 2011, one in 2012).

► SPARK

Martha L. Smith

- The Saint Mary's College Women's Entrepreneurship Initiative (WEI) is proud to announce it will host its fourth session of SPARK, an eleven-week entrepreneurship training program for women in the Michiana community. SPARK will take place from March 5 to May 16 and is intended to assist under-resourced, high-potential entrepreneurs to "spark" or launch successful businesses.

Entrepreneurial Contacts	Dr. Richard F. Measell, Chair and Assistant Professor of Economics, rmeasell@saintmarys.edu
	Dr. Robert L. Williams, Jr., Assistant Professor of Marketing, (574) 284-4526, rlwjr@saintmarys.edu
	Elaine Meyer-Lee, Director, Center for Women's Intercultural Leadership, meyerlee@saintmarys.edu
	Martha L. Smith, Project Director, Women's Entrepreneurship Initiative, msmith@saintmarys.edu
	Todd A. Norris, Registrar, (574) 284-4560, tnorris@saintmarys.edu