



WOCTEP, a program under the Education Department of the Little Traverse Bay Bands of Odawa Indians, offers career-based and Technical Education Opportunities in partnership with North Central Michigan College.

ENTREPRENEURSHIP ESSENTIALS CERTIFICATE OF DEVELOPMENT WOCTEP REQUIREMENTS

B111 Accounting Procedures	[3]
ENT 110 Essentials of Entrepreneurship	[3]
ENT 120 Financing an Entrepreneurial Business	[1]
ENT 125 Legal Issues for Entrepreneurs	[1]
ENT 130 Tax Law and Policy	[1]
ENT 135 Human Resource Issues in Entrepreneurship	[1]
ENT 140 Technology and Entrepreneurship	[1]
ENT 145 Advertising and the Entrepreneur	[1]
COM 111 Speech <i>or</i>	[3]
COM 170 Interpersonal Communications	
SOC 115 Anishinaabek Culture	[1]

Total Credits: 16

**For more information, please contact
WOCTEP Business-Technology Advisor at 231-242-1493**

WOCTEP is made possible through a US Department of Education NACTEP grant. Federal funds provide 83% (\$386,424) of project costs. Non-federal funds provide 17%, (\$77,579) of total project costs. Total costs to operate WOCTEP are \$464,003.

W O C T E P

ENTREPRENEURSHIP ESSENTIALS COURSE DESCRIPTIONS

WOCTEP, a program under the Education Department of the Little Traverse Bay Bands of Odawa Indians, offers career-based and Technical Education Opportunities in partnership with North Central Michigan College.

B 111 ACCOUNTING PROCEDURES

A beginning course in accounting for the non-accounting student. The theory and practice of modern double-entry accounting systems and procedures are highlighted, with special emphasis on developing an understanding of basic financial records and applying elementary accounting concepts to business situations.

ENT 110 ESSENTIALS OF ENTREPRENEURSHIP

Provides future entrepreneurs with the tools, skills and knowledge they require to master the most important issues involved in starting and managing a successful new business venture. Major topics include the entrepreneurial profile, creative thought processes, strategic management, development of financial and business plans, financing and sources of funds, and building a competitive business.

ENT 120 FINANCING AN ENTREPRENEURIAL BUSINESS

Examines financing methods and options for the entrepreneur. Topics include bank and private debt financing, equity financing, both public and private, venture capital opportunities and public and private grant opportunities. Students are encouraged to work on their own business plans and ideas in this course.

ENT 125 LEGAL ISSUES FOR ENTREPRENEURS

Examines legal issues facing businesses, with an emphasis on small businesses and entrepreneurs. Topics include business formation, including types of business structure, labor law*, tax law*, product and personal liability, professional liability protection/coverage, business insurance and investor fraud and patent law. * Students interested in more discussion of labor and tax law are advised to enroll in ENT 130 and/or ENT 135.

ENT 130 TAX LAW AND POLICY

Examines tax law as it affects the entrepreneur. Topics will include personal and company tax liability stemming from different business structures, payroll and withholding policies and procedures, tax treatment of capital investments and expenses, current tax law and upcoming changes, estate and succession planning.

ENT 135 HUMAN RESOURCES ISSUE-ENTREPRENEURS

Reviews human resource policy as it affects the entrepreneur. Topics will include labor contracts, at-will employment, interviewing techniques, Michigan and federal labor law and policy, performance evaluations and equal opportunity practices.

ENT 140 TECHNOLOGY AND ENTREPRENEURSHIP

An introduction to productivity technology and how it can work for the entrepreneur. Topics include brief introduction to information technology terminology and usage, uses and applications of technology in a business, the System Development Life Cycle and how it pertains to the entrepreneur and current and future trends in technology. This is not intended to be a hands on course in computer usage; for that, the student is advised to enroll in a CIS or CAP course, or talk to an advisor.

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ENT 145 ADVERTISING AND THE ENTREPRENEUR

An introduction to advertising methods and techniques for the entrepreneur, with an emphasis on cost effective ways to build awareness of a firm and its products and services. Topics include the four Ps (product, price, place, promotion), various advertising media and their advantages, basic copywriting and layout, dealing with the media and designing an effective advertising campaign.

COM 111 SPEECH

A course in the basic principles of extemporaneous public speaking emphasizing the essential elements of researching and organizing material, analysis of argument and effective delivery.

COM 170 INTERPERSONAL COMMUNICATION

This course is designed to explore and develop an individual's communication skills within the context of interpersonal relationships, small groups and society as a whole. Over the course of the semester, a variety of educational approaches may be used including writing, speaking, collaborative and independent learning, role playing, independent research and written reports.

SOC 115 ANISHINAABEK CULTURE

An introduction to the Anishinaabek people. Topics covered will include the origin, culture, tradition and language of the Anishinaabek people. This course will also cover both historical and current Native issues as related to medical/health and enterprise/business topics.