



# PERSPECTIVES on EXCELLENCE

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Entrepreneurship has been a major focus of many business schools for the past two decades.

The question before educators today is not how to make entrepreneurs out of business students; but how do we make all students, throughout the campus, more entrepreneurial in the way they think and act? Without addressing how entrepreneurial ideas are integrated into other disciplines such as the arts and sciences, the ability of students to create new ventures and new ideas for the benefit of society is stymied. For this reason, we have launched a cross-campus initiative in entrepreneurship at ILLINOIS.

ILLINOIS' multidisciplinary concept of entrepreneurship was a primary factor in the Kauffman Foundation's decision to award a landmark grant of \$4.5 million to the College of Business to establish the Academy for Entrepreneurial Leadership Development at the University of Illinois. The grant will not only fund research and courses for business students; it also inspires an initiative to integrate entrepreneurship education into all colleges across our campus and an Extension program that is national in scope. Likewise, the Academy's Fellows program will draw faculty from every college across the campus.

We believe that our model is responsive to the needs of universities across the nation. By delivering entrepreneurship education through a broad lens, transcending the traditions by which it has been taught in business schools, we are competitively positioning the next generation of our society to create and lead new business models.

Sincerely,

Avijit Ghosh  
Dean

## Teaming Up with Mayo Clinic

OSBI Consulting, an MBA student run organization at ILLINOIS, has undertaken an entrepreneurial project to reinvent Cardio Vision 2020, Mayo Clinic's community health initiative promoting heart-healthy lifestyles in Olmstead County (the county in which Mayo Clinic resides). The project addresses not only traditional concerns for business process analysis and strategic plan development, but requires MBA's to incorporate sociological and economic disciplines into a new solution that fits the community it serves. Scheduled to conclude in August 2004, the engagement is driving business students to create ideas and processes that cross societal interests.

For more information on OSBI Consulting, visit [www.osbi.uiuc.edu/](http://www.osbi.uiuc.edu/).

## NCSA: The Business of Science

The Center for Entrepreneurial Development at the College of Business and the National Center for Supercomputing Applications (NCSA) have joined forces to foster relationships between the center's Private Sector Partners (PSP) program and the local entrepreneur community. The relationship is designed to transfer new technologies to the marketplace through licensing and new startups. It is an extension of the NCSA's PSP program which gives Fortune 500 companies the chance to work with NCSA research teams and to reap the benefits of technological advances three to five years before their competition.

For more information on CED's partnership with the NCSA, visit [ced.business.uiuc.edu](http://ced.business.uiuc.edu).

You can learn more about the Kauffman Foundation grant and entrepreneurship at ILLINOIS at [www.business.uiuc.edu/publications/Releases/2003/Dec.Academy.pdf](http://www.business.uiuc.edu/publications/Releases/2003/Dec.Academy.pdf).



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