

Entrepreneurism



**OFFERING EDUCATION
AND TRAINING IN
ENTREPRENEURIAL
ENTERPRISES.**



Some people think entrepreneurs are born and not made. To be successful in the challenging and frequently tumultuous environment of a start-up requires business acumen that *can* be taught. Illinois is a leader in offering education and training in entrepreneurial enterprises at both the undergraduate and graduate levels.

Opportunities for learning and applying knowledge aren't limited to the classroom at Illinois. Internships, case studies, and consulting projects offer real-life experiences that engage the imagination and creativity of undergraduates and graduate students alike. An annual lecture hosted by the College features an alumnus who offers insight on the entrepreneurial process.

Undergraduate Education

Undergraduate students enrolled in the Department of Business Administration may select the Entrepreneurship concentration, designed for would-be entrepreneurs, managers of entrepreneurial processes in established firms, or managers in creativity-driven businesses. New or small enterprises are the focus of the curriculum, but entrepreneurial concepts independent of company age or size are also explored.

ILLINOIS IN ACTION

The Business Administration *Entrepreneurship concentration* is an applied study of the entrepreneur as an agent of innovation and entrepreneurship as an organizational or management process. Students take courses in the financial, management, marketing, and legal aspects of new and growing entrepreneurial ventures. Specific courses available as part of the concentration include small business consulting, small business formation, legal strategies, and financing small business development.

Three businesses, two park districts, and a non-profit refurbishing a World War II landing craft were the beneficiaries of *consulting expertise* by the College's undergraduate small business consulting class. Undergraduate teams frequently work with organizations facing a variety of entrepreneurial management and business development challenges.

Business leaders like Michael Krasny, CEO emeritus of CDW Computers, visit the campus each year to deliver the *V. Dale Cozad Lecture on Entrepreneurship*, one of several lectures hosted by the College annually. The lectures are opportunities to learn from influential and successful business men and women.

Graduate Education

Students in the Illinois MBA Program have the opportunity to select from a range of entrepreneurial classes. They can also take advantage of hands-on experience by participating in the Illinois Business Consulting and the Center for Entrepreneurial Development.

The College's Executive MBA Program also offers classes with an entrepreneurial focus as part of its curriculum. Graduate students in one of the College's international master's programs (MS in Accountancy, Finance, or Technology Management) have the option of taking entrepreneurship courses as electives.

ILLINOIS IN ACTION

Among the *entrepreneurial course offerings* within the Illinois MBA Program are entrepreneurship and new venture creation, enterprise information management, electronic commerce, economics of innovation and technology, and private equity and entrepreneurial finance. The first year, team-based MBA curriculum includes an applied business perspectives seminar where students spend a week analyzing a case and applying the course knowledge acquired.

The *Illinois Business Consulting* (IBC), a consulting firm within the College of Business, is staffed primarily by Illinois

MBA students who work with clients — ranging from Fortune 500 companies to start-ups — to solve current business problems. OSBI teams tackle real-world business challenges, transforming classroom knowledge into solutions.

The *Center for Entrepreneurial Development* (CED) offers on-demand, short-term consulting services. Staffed by MBA students, CED is housed in the University of Illinois Research Park and works with tenants of the park as well as local and regional start-ups. In addition to business services such as statistical analysis of an industry, preliminary marketing modeling, and business plan evaluation, CED staff coordinate seminars and networking opportunities for Illinois small business owners.

The *Academy for Entrepreneurial Leadership*, funded by the Kauffman Foundation with matching funds from the College and campus, offers support for a variety of entrepreneurial initiatives on campus. Staff host speakers and forum, offer short courses, support student initiatives and clubs, and select faculty fellows, all in the name of entrepreneurship.

Evaluating the *commercialization opportunities for new technologies* is all in a day's work for MBA students working at the Office of Technology Management, the University of Illinois office responsible for assessing technology developed at the university. Summer internships and academic-year associate positions provide practical experience in evaluating technology and invaluable exposure to entrepreneurs and their discoveries. ▽