

Entrepreneurship at UNCG

Dianne H.B. Welsh, Ph.D.

USASBE

United States Association
for Small Business and
Entrepreneurship



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Entrepreneurship
Cross-Disciplinary Program

The University of North Carolina at Greensboro **at a Glance 2010-2011**

- Total Enrollment of 17, 397
 - 14,310 undergraduate
 - 3, 087 graduate
 - Projected over 24,000 by 2020
- 70% of students receive Financial Aid
- Sustained 16.1% budget cut in 2011-\$30 million
- Total cuts of \$80 million over the past 5 years

The University of North Carolina at Greensboro **at a Glance 2010-2011**

- Most diverse student body in the UNC System
- Ethnic Minority Statistics
 - 35.9% of undergraduates
 - 28.7% of graduates
- First time college student in the family
 - 40% in the business school
 - 6% Retention Rate

How We Are Building an **Entrepreneurial University**

- Academic Cross-Disciplinary Courses
- Entrepreneurship Cross-Disciplinary Program-internal, across campus
- North Carolina Entrepreneurship Center-external, economic development & community outreach

Primary Objectives of the Entrepreneurship Program

Analyze how Entrepreneurship is applied through an interdisciplinary approach.

Incorporate creative and innovative thinking into entrepreneurial behavior and action.

Identify and Evaluate ideas to determine opportunities through feasibility analysis.

Develop potential opportunities for action through a business plan.

Primary Objectives of the Entrepreneurship Program

Evaluate the financial health of the business, including cash flow and the relationship between other limited resources, in order to prepare a financial forecast.

Communicate entrepreneurial findings effectively, both orally and in written form.

Apply the business core and Entrepreneurship knowledge and skills in a capstone experiential learning opportunity.

Primary Objectives of the Entrepreneurship Cross-Disciplinary Program (ECDP)

Launched fall 2011

Promote teaching and learning through the development, delivery and continuous improvements of cross-disciplinary courses, serving primarily non-business school majors.

Enable all students to gain a greater understanding and fuller appreciation of the role of entrepreneurs in society especially in the sciences, and arts.

Assist students attitudes necessary for being a successful entrepreneur in their chosen field of study and career.

Primary Objectives of the North Carolina Entrepreneurship Center (NCEC)

Launched fall 2011

Serve as a catalyst for the creation of sustainable and globally competitive enterprises in the Piedmont Triad, North Carolina, and beyond.

Cross-Campus Curriculum

USASBE

United States Association
for Small Business and
Entrepreneurship



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Entrepreneurship
Cross-Disciplinary Program

Creative Cross-Disciplinary Entrepreneurship

- New, transformative cross-disciplinary entrepreneurship curriculum
- Provides students with the knowledge and skills needed for the 21st century
- Major, two minors, and graduate certificate are built on one entrepreneurship foundation
- Cross-disciplinary profiles allow for customization
 - Creative Industries
 - Family Business
 - Franchising
 - Health Care Entrepreneurship
 - International Entrepreneurship
 - Social Entrepreneurship
 - Science, Technology, and Innovation Entrepreneurship
- Expandable as more courses are developed
- Allows for schools to customize to their specializations, faculty expertise, and regional economic drivers

Academic Cross-Disciplinary Programs

Entrepreneurship courses are cross-listed with 20 departments:

- FIN: Finance
- BUS: Business
- ECO: Economics
- ISM: Information Systems and Operations Management
- MKT: Marketing
- CRS: Consumer, Apparel and Retail Studies
- PSC: Political Science
- MST: Media Studies
- CHE: Chemistry
- CST: Communication Studies
- SWK: Social Work
- WGS: Women and Gender Studies
- CNR: Conflict Resolution
- THR: Theatre
- KIN: Kinesiology
- GRO: Gerontology
- MUS: Music
- IAR: Interior Architecture
- HTM: Hospitality Tourism Management
- CED: Counseling & Educational Development

Faculty Training

- Coleman Entrepreneurship Fellows 2010-2012
 - Six fellows
- On-going entrepreneurship campus training since 2007
 - 2007 speakers
 - Dr. David Audretsch
 - Dr. Donald Siegel
 - Dr. Charles Wessner
 - Dr. Thomas Byers
 - Dr. Mike Morris
- Research Articles 26
- Conference Proceedings 67
- Book Chapters 9
- Cases 8
- Congressional Testimony 1
- Professional Activities

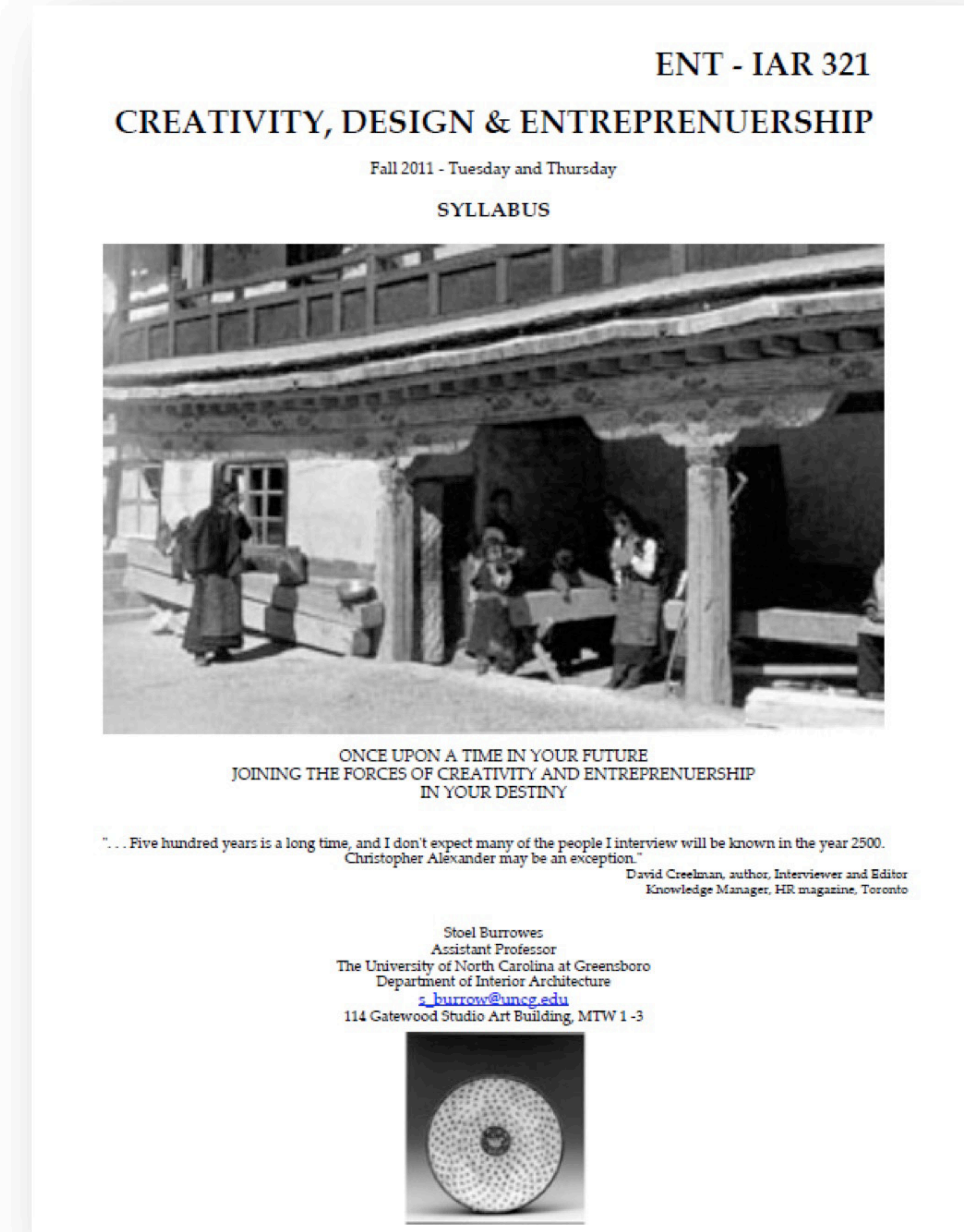
Peer Recognition: **Ranking of US Schools of Business and Management**

- Ranking by Citations to Published Research in the Field of Innovation*
 - #1 Harvard Business School
 - #7 Booth School of Business, University of Chicago
 - #10 Bryan School of Business, UNCG**
 - #14 Haas School of Business, UC Berkeley
 - #16 School of Management, Yale
- *RePEc (Research Papers in Economics) - a collaborative effort of volunteers in 75 countries to enhance the dissemination of research in economics

Coleman Fellows Program 2010-2012 New Course: Creativity, Design & Entrepreneurship

CATALOG DESCRIPTION:

Theories and applications of design and entrepreneurial thinking will be explored. Students interested in innovation and creativity with application ranging from regional to global in practice will benefit.



Learning Objectives

- Distinguish design as a creative product of culture, and identify and use the design properties demonstrated.
- Demonstrate an understanding of right-brain and left-brain directed thinking.
- Develop sensitivity toward the variety of qualities, cultures and world views that have transformed the design environment through time.
- Develop language facility to analyze visual and written evidence and documentation of the interactions of design and entrepreneurship in society.
- Demonstrate the ability to identify an entrepreneurial opportunity and the organization of ideas and plans into action in a business model.
- Evaluate diverse opportunities available in the merging of design and entrepreneurship.
- Evaluate the skill sets needed to succeed in both design and entrepreneurship.

Course Strategies

- Weekly reading assignments
- Journals of readings and discussion
- Panel discussion with local entrepreneurs and international video conferences
ne third of the semester will focus on design theory; one third focused on entrepreneurship theory and a third on the overlap of these theories and practice, including building skill sets in both.
- Evaluation
- Quizzes, Final Exam
- Research paper with theoretical premises
- Hands-on Project with Implementation
- Class Presentation

New Course: **Entrepreneurship for the Sciences**

CATALOG DESCRIPTION:

Develop knowledge and skills in entrepreneurship to identify and evaluate science and technology ideas in chemistry and the life sciences as opportunities to take through action.



Learning Objectives

- Develop skills needed for you to succeed as an entrepreneurial scientist.
- Identify science and technological opportunities for business start ups.
- Analyze and evaluate the potential for a new science or technological idea.
- Identify opportunities that match the individual's skills and knowledge that can be turned into an action plan.
- Demonstrate ability to work with others with different and complimentary knowledge and skills.
- Develop the business model and communicate it succinctly (the so called elevator pitch).
- Understand basic legal and financial requirements to start a business.

Assignments

- **Science and Technology Evaluation.** The Science and technology evaluation study is an individual assignment addressing whether a given technology is suitable for commercialization. Students are encouraged to economize by assessing feasibility of science and technology using their own ideas from reading the literature or from other sources, and that later may become an idea for their team to develop.
- **Science and Technology Business Model.** The Science and technology Business Model is a team assignment involving the determination of how a particular business might be established around a particular science or technology idea. The class will focus on ideas generated by the students themselves. All aspects of the steps involved in the formation of a new science company around a product will be introduced.

Program Infrastructure

USASBE

United States Association
for Small Business and
Entrepreneurship



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Entrepreneurship
Cross-Disciplinary Program

Enrollment Statistics

Fall 2011

4,044 Total Credit Hours

- 119 Majors (B.S. Entrepreneurship)
One year old
2, 499 credit hours
- 103 Minors-60 non-business, 43 business
Two years old
1, 545 credit hours

Entrepreneurship Program

Fall Semester 2011

Program	Numbers:
Total Students	613
Total Majors	639
Total Minors	143
Number of different Majors	73
Number of different Minors	21
Number of Non-Business Majors	56
Number of Non-Business Minors	16
Undergraduate Courses	18
Graduate Courses	5

Entrepreneurship Program Demographics

Fall Semester 2011

Students:	Numbers:
Freshman	46
Sophomore	56
Junior	131
Senior	290
Graduate	90
Total Undergrad	523
2 PLUS Junior College Program	33
Double Major	24
Double Minor	15

Internal Infrastructure

- Advisory Boards
 - Internal (Entrepreneurship Cross-Disciplinary Program) and External (North Carolina Entrepreneurship Center) Advisory Boards
 - 26 members each in the 7 areas
- Staffing:
 - Full-time Director at NCEC (1st 2 years part-time Director), Program Coordinator, 2 Work Study Students
 - Part-time Director at ECDP, Graduate Assistant, 2 Work Study Students

External Infrastructure

- Partnerships
 - Regional-Nussbaum Incubator, Biotech Alliance, Entrepreneurial Regional Action Team, SCORE, SBDTC
 - State-wide– Governor’s Innovation Council, North Carolina Entrepreneur Summit
 - National & Global-Tech Transfer Society, Global Consortium of Entrepreneurship Centers, Family Firm Institute, NCIIA, USASBE, ICSB, Academy of Management, SBI
- Programming:
 - Specialized Programs-Direct Selling, Family Business, Social Media
 - International Speaker Series
 - Southern Entrepreneurship in the Arts™ Conference-400 attendees, 6 states
 - UNCG and Regional Business Plan Competitions, Pitch Contest

Where We Are **Now**

2007

- 4 Course Concentration in Small Business/Management
- No Center
- No Cross-Disciplinary Courses or Programs
- Minimal Outreach in Entrepreneurship
- Tech Transfer Office
- Research-1 Faculty in Economics and Public Policy

2012

- B.S. Entrepreneurship, 2 minors, graduate certificate
- 38 Entrepreneurship courses, 20 cross disciplinary, 22 by 2012
- Entrepreneurship Cross-Disciplinary Program
- North Carolina Entrepreneurship Center
- Research-2 Dedicated Faculty in Entrepreneurship-1 endowed chair, 1 tenure track, and 1 Faculty in Economics & Public Policy

Where We Are Headed

New Initiatives 2011-2012

- Entrepreneurship & Sustainability Living Learning Community
- Bridge Incubator with student idea lab and CEO office
- Experiential Entrepreneurship Retail Store

Entrepreneurship & Sustainability Living Learning Center



Hines, M. (2011, September 23). Living and learning it up in the new Jefferson Suites. Retrieved September 29, 2011:
<http://ure.uncg.edu/prod/news/releases/living-and-learning-it-up-in-the-new-jefferson-suites/>

Thank You Are There Any **Questions or Comments?**

Graphics by: Greg Hickman, glhhickman@gmail.com,
for Dianne Welsh, dhwelsh@uncg.edu