

**US ASSOCIATION FOR SMALL BUSINESS &
ENTREPRENEURSHIP**

NOMINATION

Global Entrepreneurship Education Award

NOMINEE

CENTER FOR ENTREPRENEURSHIP DEVELOPMENT
UNIVERSIDAD ICESI

ACADEMIC CONTACT

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1. The name of the nominee

Center for Entrepreneurship Development
Universidad Icesi
Cali-Colombia

2. Mission and Purpose

The “**Centro de Desarrollo del Espíritu Empresarial**” (**Center for Entrepreneurship Development**) (**CDEE**) was created on January 1st 1985, as an academic unit of the Universidad Icesi, with the mission of forging a new **ENTREPRENEURIAL CULTURE** through academic processes and with the permanent participation of the academic and entrepreneurial community, full of innovation and social responsibility, to be an engine of development in all its facets.

The fundamental purpose of the **CDEE** is to motivate and to shape, through educational activities, the members of the community under its area of influence, in the development of innovative and creative actions that will allow them to become, throughout their lives: creators of new and competitive organizations, leaders of the existing ones, creators of wealth, productive employment, social wellbeing and personal, professional and social satisfaction.

Through special educational processes denominated **ENTREPRENEURIAL EDUCATION**, the **CDEE** is committed to provide a learning, motivational, development, conviction and support environment, which will significantly improve the disposition of the members of the community to act, towards the surge of new competitive organizations and to the preservation and growth of existing ones, whether they may be private or public, profit or non-profit and from any of the sectors of the economy.

The **CDEE** firmly believes that the socio-economic development is basically a human process, in which people find the appropriate ways to use production resources: natural, human, financial, technological and informative. These creative and innovative human beings, capable of overcoming the limitations that the environment presents them with, skilled to take advantage of opportunities independent of the volume of the own resources they may have, eager to transform their ideas into actions capable of nurturing the economy, the business activity and the quality of life, are the business leaders that the **CDEE** seeks to shape. The culture and the vital energy that guides them and drives them are denominated **ENTREPRENEURIAL SPIRIT**.

The **CDEE** aware of not only the great role that the SME play in the social and economic development of any country and of the key characteristics of the SME in Colombia, but also of the need for the university to actively join the entrepreneurial sector, deemed necessary to undertake an innovative and successful program for the development of SME`s, which will allow it to made a significant contribution to the development of this sector.

The areas of creation, appropriation, and diffusion of knowledge in which the **CDEE** works are: The development of the entrepreneurial spirit and culture, the creation of enterprises,

the shaping of entrepreneurial leaders, entrepreneurial education, the management of family businesses and the management of **SME** (Small and Medium Enterprises).

3. Contact person

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4. The Primary Objectives of the Program

The purposes of the teaching activities are:

- To outline the importance of the Entrepreneurial Spirit, in the socio-economical development.
- To identify, reinforce and develop the cultural components and the own values of the Entrepreneurial Spirit.
- To attenuate and/or eliminate the myths and traditions that prevents the entrepreneurial career from being considered as a dignified and viable process, for its personal and professional development.
- To know the stages and components of the process of the creation of an enterprise.
- To know the mechanisms and key concepts for the establishment and management of a successful enterprise.
- To approach the students to the real world of business.
- To develop a positive attitude towards entrepreneurial innovation, whether as a personal activity or as a professional function.
- To orient the educational processes, under the concept of Entrepreneurial Education.
- To facilitate the creative-innovative process, for the development of an entrepreneurial culture filled with creativity and social responsibility.

The purposes of the research activities are:

- Producing knowledge on the different elements and components of the process of creation of enterprises and entrepreneurial education, with the purpose of being able to nurture all the activities it carries out with valid theories and results in the Latin American reality in general and particularly in the Colombian one.

The purpose of the outreach activities area:

- To spread out the activity of the CDEE in all Latin America, in the areas of: Development of the entrepreneurial Spirit and of the Entrepreneurial Culture, the creation of new enterprises and the Management of the SME; with the purpose of creating a movement to allow the implementation in Latin America, of a development plan based on the Entrepreneurial Culture.

The purpose of the service activities are:

- To provide training, diagnostic, consulting and follow up integral services for the Colombian SME, in areas that will guarantee their survival and that will allow them to carry out growth and development processes, in a successful fashion.

5. The Principal students and/or individuals the program is designed to serve:

- Teaching activities: Undergraduate and graduate university students; University, High School and elementary professors; under represented and minority groups, alumni, entrepreneurs
- Research activities: Latin-American academic community oriented toward entrepreneurship and entrepreneurship education; national and regional government entities developing entrepreneurial policy.
- Outreach program: Governmental and NGO's that provide support to new entrepreneurs and to SME's, financial institution, educational institutions
- Service Activities: Entrepreneurs, SME's managers, micro entrepreneurs, alumni, entrepreneurial community, university employees, special governmental programs for SME's and for export, faculty and administrative personal of the university.

6. An abbreviated description of the educational program at the graduate and undergraduate program

In most of the Universidad Icesi's undergraduate curricular programs, mandatory and elective courses in entrepreneurship are offered.

*In the Administrative and Economic Sciences School, there are two schemes: in the Business Administration Program there are five mandatory courses:

- Entrepreneurship
- Plan for an entrepreneurial Career
- Business ideas Development
- Opportunity Development
- Business Planning

And in the Economic and International Business, the Accountancy and International Finance, the International Marketing and Advertising program there is only one mandatory course:

- Entrepreneurship

In the Engineering School the System Engineering, the Telematic Engineering, the Industrial Engineering and the Industrial Design programs has one mandatory course

- Entrepreneurship

But the Interactive Media Design program has two mandatory courses:

- Entrepreneurship in technology based activities
- Business Plan in technology based activities

In the Law and the Social Sciences School, there is not a mandatory course for their five undergraduate programs (Sociology, Psychology, Political Sciences, Anthropology, and Law), but we are going to have a very significant participation in a new course that will start in 2010:

- Social Management

In the Natural Science School, it is planned to offer one mandatory course for the students of Chemistry, Biology and Pharmaceuticals. But at this time they are just at the third semester. The course will be called

- Entrepreneurship for Science Students

In the Medical School there will be an elective in the future (The program just started in 2009)

- Health Business development

All the mandatory courses could be taken also as electives for the students that do not have them as mandatory in their programs, but in addition to that the Center offer the following elective courses all the semesters:

- Management of Family Businesses
- Management of SME

As part of the program and depending of the weakness we observe in our students we offer short seminars in:

- Development of the Creative Thinking
- Generation of Entrepreneurial Ideas
- Effective Presentations
- Outdoor Training

Most of the courses, even though they are presential one, they uses Moodle technology as a complement educational system. The current list of all courses is found in <http://www.icesi.edu.co/cdee>

At the graduate level, through the years we have offered courses to many different Specialization and Master level Programs. At this time the course

- Creating a New Business

is offered to all MBA students. In the accreditation process some recommendations were made to increase the number of required courses in the MBA and in all the Graduate Programs.

7. Unique aspects and features of program

There are many elements that are very important for our educational program: and for our activities:

- Our program is based on the development of the 13 Entrepreneurial competences understood as the group of attributes (motivations, attitudes, behaviour, values, knowledge and skills) of an individual, which are manifested in behaviours that are definable, observable and measurable, and which are casually linked to a superior performance in the entrepreneurial action.
- The University educational model is based on active learning, thus our students had to come to class with all the material ready to be analyzed and discussed. Many problem based activities are developed and many hands on activities are promoted by the professors.
- Every semester the students in each course have to develop and implement a business opportunity and they have to run it. The subject of the “Competencia Empresarial” is defined by the Center and each classroom finds a business approach for them. An external jury will choose at the end of the Semester the best ones in each of five categories and money prizes will be given to them.. This experiential learning is recognized by the students as the most practical methodology they had use in all their university courses
- In all the business Plan courses we stress in our students the use of Business Plan software, which has been developed by our researches to consider the special Colombian laws and accountancy practices
- Every year we held at the University a big entrepreneur’s trade week called Expoicesi, and it allows all the entrepreneurs and potential entrepreneurs to prove their business concept with the real word. They have to pay for the booth and manage all the activities
- The Center promotes and support the best business Plans developed by the students to participate in the National and the International Contests. Two times we had been in the final round at the New Venture Championship at the University of Oregon, once we got to the Semifinal of Moot Corp Latin-American, we got first place in the most important Business Plan competition in Colombia (Ventures) and we had been in many finals in Business Plan competitions in Colombia.
- The Center is one of the “Unidad de Emprendimiento del SENA”, with capacity to support students to apply to the National Seed Capital Program “Fondo Emrender”. Several of our students had applied to this fund.
- In all the business Plan courses we stress in our students the use of Business Plan software, which has been developed by our researches to consider the special Colombian laws and accountancy practices
- All undergraduate and graduate students had to develop for graduation a Final Project. For both levels, but with different requirements expected, the students could orient their project to our areas and even use the Final Project to elaborate a more detailed Business Plan or to develop an advanced strategy to carry on their project
- All the students, in all the undergraduate programs are required to do a full time internship for six months. They can do it in Creating their own enterprise or in working in a Family Business or even working in a SME and in all these cases the Center will supervise the internship and provide support to the student.

- To help the students to develop their ideas, to build their prototypes, to develop their business plan, to establish relationships with suppliers and clients, to search for finance and in general to start their enterprises, when they at the university, the Start-Upcafé was established and provides all the support to the students. At this time about 134 students are working inside the Star-up Café.
- The Center have organized and executed 20 Latin American Congresses on Entrepreneurship: 12 of which have been held in Colombia; 2 in Mexico; 1 in Chile; 1 in Costa Rica; 1 in Puerto Rico, 1 in Panama, 1 in Brazil, 1 in Peru, providing to our students and professor the opportunity to be close to the main researchers in the world in the area of entrepreneurship. This is the most important academic event in Entrepreneurship in Latin America. The Center publish and distribute o the Proceedings of the Latin American Congresses on Entrepreneurship, and texts, articles and cases on areas of its specific academic work
- Every summer the Center offers a Summer Camp in Entrepreneurship for youngster between 12 and 17 years. We have done 19 of those Camps, and in 2009 we had 114 students from high school. Many of these students become later our regular undergraduate students.
- The Center had just signed an agreement with the Accountancy and Internacional Finance program to have their advanced students providing assistance and support to the Start Upcafe students in their areas of expertise
- The Center had an agreement with a Second floor bank (Bancoldex), which is a government development bank to provide assistance with our professors and our students to microenterprises and new enterprises and also to provide training to SME's entrepreneurs. Many of our students get involved with Bancoldex entrepreneurs to develop for them different support activities through their final course papers and projects.
- The Center just signed an agreement with the International Investment Corporation, a branch of the International Development Bank to implement the "FinPyme", a special techniques for diagnostic of SME's. We will be applying that technology in the next year to SME's in our state, and transferring it to our students.
- The Center had been operating "EXPOPyME" program for the last 12 years in the south west of Colombia and during the last 5 years in the Coffee area of Colombia. This program supported by the National Government is oriented to improve the SME's capacities for exporting.
- Since 2007 the Center have been operating the program "Exporting Network", which is a program supported by the National Government to promote the creation of enterprise networks from the same economic sector, in order to find out the ways to develop an export offer among themselves which could improve their possibilities to export and growth
- In 2002, with support of the International Development Bank the Center developed the methodology called "Red PyME", oriented to strengthen the networks between a big company and a group of SME's. This process did allow us to publish a collection of 13 books specially oriented to the Latin American SME. The center is offering many seminars and courses in this areas
- In 2008 the Center started the Icesi Entrepreneur's Network (REDE), which is in full operation at this time., It has about 167 alumni entrepreneurs and is starting to develop joint program to support among themselves their enterprises, but also is developing a coaching option for the students at the Start Upcafe
- Due to the lack of appropriate academic material for the Latin American realities, a great job has been carried out for the development of texts, booklets, articles, cases,

exercises and workshops, to facilitate the training activities which are developed in the academic work areas. The text “Innovación Empresarial: Arte y Ciencia de la Creación de Empresas” (Pearson, Bogotá, 2008, third edition), published for the first time in 1991, was the pioneering text in university entrepreneurial education. The text “Crear Empresas: Misión de Todos”, published in 1993 was the first text for high school entrepreneurial education in Latin America. The collection “Gerencia de PyME” made up of 13 books and published in 2002, is pioneer in the area of shaping SME entrepreneurs and managers.

- Since the 90's we had been developing programs specially oriented to women entrepreneur. The last action was the program “ Soy Mujery Soy Empresaria”, which in 2007 did cover about 400 entrepreneurs in the different counties of our state. The booklet “ Soy Mujer..... soy Empresaria” was developed and published for this special program,

- Every semester we offer two extracurricular Seminars which are open to all the students of the University. The seminar “Espiritu Empresarial para estudiantes universitarios (Level I)” can be taken only once by the students. The seminar “ Espiritu Empresarial para estudiantes universitarios (Level II) “can be taken as many times as the students wants, because every semester it is different.

- In the Start-Upcafe there is a very special program called “Tomemos café con.....” , which provide the students with the opportunity to talk face to face with entrepreneurs which had been successful in the development of their business

- The Icesi Entrepreneurial Network (REDE) has just started a new option of contact with successful entrepreneurs and with experts in different areas inviting them to be keynote speaker in their monthly lunch. The series is called “XXXXX ...a la carta” and it is a conference given by an expert or an entrepreneur at the monthly lunch they had.

- Through the years the Center has been promoter and member of the directive board members of three of the incubator developed in our state. We also had very good contact with other national incubators and several of our students had been in those incubators

- The Center had been selected by COLCIENCIAS (Equivalent to NSF in USA) to evaluate all the Business Plan that Colombian entrepreneurs had presented in 2009 in the Technology sector to search for resources to develop their companies. This was an open bid contest with all Colombian institutions.. The project is called FINBATEC

- The Center developed the methodology and did the professors and counselor's training for the IDB Project “ Jovenes con Empresa” , which during the period 2005 - 2008 trained and oriented more than 10.0000 university students and university alumni to help them to create new enterprises. More than 400 new enterprises were created in this project, and it was the seed for many universities to develop their entrepreneurial centers.

- Several years ago the Center provided training and assistance using Web Ct to young entrepreneurs spread all over the country, which were part of a national project called “Jóvenes Emprendedores Exportadores”. This project was financed by the Ministry of Industry, Commerce and Tourism.

- The Center did provide the design and the university professor training for the “Catedra Ceinfi”, which was established in more than 200 universities in Colombia.

- The Center has had a research activity in the following areas: To identify the characteristics and motivations of the entrepreneurs in the Valle del Cauca; to analyze the students' risk propensities and perceptions; to measure the birth and death rates of companies, in the region; to evaluate the results of the companies created by FUNDAEMPRESA; to characterize the family businesses and their management; to determine the role of the business networks, in companies with a technological base; to study the Technological Innovation Processes; to carry out longitudinal research of the business results of university students; to design ways of intervention in the educational

sector in order to integrate the entrepreneurial education; to innovate entrepreneurial education with the use of e-learning technologies; to investigate support systems for business networks; to evaluate entrepreneurial intentions and use it as an element for the improvement of the teaching; to define the unchaining factors in the development of an entrepreneurial career; to identify the main entrepreneurial competences and the best form to develop them in the teaching activity and the way to evaluate them; to develop software for business Planning; to study the procedure that should be followed to get a good transition in the family business.

- The Center is, since 2006, one of the four institutions responsible for the Global Entrepreneurship Monitor in Colombia.
- The Documentation Center is an information unit of the Center, specialized in the topics of Entrepreneurial Spirit, the Business Creation, SME management and Entrepreneurial Education, which provides to the public the services of: circulation and loaning at home, room consultation, inter-library loaning, rapid reference, specialized reference, and also handles the distribution and sale of all CDEE publications.
- In 1996 the Center organized the National Symposium on Entrepreneurial Education for High School and Elementary School
- The Center has done consulting work for UNIDO, UNDP, INTERMAN, in several countries in Latin America.
- The Center participated in the design and creation of the first Colombian National Policy for the development of Entrepreneurship which later gave the basis for the Entrepreneurship Law.
- The Center did carry out several times of the contests “Best Juvenile Entrepreneurs”, “Best University Student Entrepreneur”, “Best Entrepreneurial Opportunity”, and “Best Business Plan”.
- The Center organized in 1995 a mission of SME Entrepreneurs to Australia, Singapore, Malaysia, Taiwan and Hong Kong in association with ACOPI, and to Canada in association with the IDB.
- The Center represented Latin America, in the project “Entrepreneurship Worldwide” and in the Board of Directors of the International Council for Small Businesses (ICSB)
- The Center did operate the Continuous Improvement Programs for SME which was designed and financed by the SENA seeking to support the development of the enterprises and to foment technological and management innovation in them.
- The Center did operate the National Productivity and Competitiveness program With the support of PROEXPORT-BANCOLDEX, seeking to improve the productivity and the competitiveness of the exporting enterprises,
- Every Semester the Center publishes “Innovando”, an electronic bulletin presenting the main activities carried out by the Center (www.icesi.edu.co/cdee/innovando).
- Through the years we had contacts and relationships with many international and national entities, linked to Entrepreneurship and to the development of entrepreneurs such as: UNIDO, ILO, CINDE, ICSB, Fonds Bekaert, BALAS, Columbus, FDC, ACE, CLADEA, IDB, BALAS IC2, ICEVED, ICN, INTERMAN, ALFA, @LIS, CFDMAS, IDB, CII, Colciencias, Bancoldex, Fundacion Corona, Fundacion Fes, COMFANDI, Universities, Chambers of Commerce, Non-Governmental Organizations, Entrepreneurial Centers, Professional Associations
- The Center is a member of the Regional Entrepreneurship network, which is a national institution developed under the 1014 Law by the government. Its purpose is to develop the policies and to support projects and programs in the state.

- The Center did the research in the Andean Countries for the IDB Project oriented to research young entrepreneurs in Latin America. The book “El Nuevo Rostro Empresarial” was published from that work.
- In several international published books, chapters from professor of the Center have been included, and numerous papers in well known research Conference and Congresses around the world had been presented.
- Professors of our Center had received very important distinctions for their work in the areas of Entrepreneurship and SME. Dr Varela was selected as the best national professor in Engineering and Business in 1997 by the main economic newspaper in the country, and also in 2009 the ICSB selected him as member of his special group “The White L Wilford Fellows”. The Center has received several distinctions national and international for its activities. NIRA and the project Think Tank Societies, had selected the Center as one of the main Think Tanks in Latin-American.

8. Sources of funding and/or support of the program

The Center is financed mainly with resources from the Universidad Icesi, but in addition to that, the center has been able to cover about a 30 % of its expenses by obtaining national and international grants for action oriented projects and/or for research, by contracts and Projects done with the government, NGO`s, and other institutions, by offering continuous education to the public, by transferring our model to other institutions, by doing training programs and consulting for Universities and High Schools in the design of entrepreneurial curricula and in the training of professors and teachers.

9. Program benefits for its students:

- The educational and support program that the Center had for 25 years at Universidad Icesi had allow to about 35 % of our alumni to become entrepreneurs entrepreneurs (This has been measure by research and follow up of our students).
- The Center had been able to change quite a bit the career planning of them to include the entrepreneurial option as a real one
- They receive lots of non financial support from the professors in the different courses and activities
- Several of them had been able to participate in national and international business Plan Competitions
- Many of them had been participating in research projects and in projects oriented to strength the SME sector
- Many of them had receive training in family business which has been very useful for their transition in their family business
- The development of entrepreneurial competences is helping them to improve very significantly their professional profile. Also the other seminars and activities, as the outdoor seminars, are also helping them very much in their professional growth

10. Program outcomes for short and long term

For the following years the goals are:

- To continue our work in finding ways to better develop Entrepreneurial Competences
- To increase the number of mandatory courses in the undergraduate and graduate programs. For that we will have to design and very good proposals for the other programs which actually do not require a course in Entrepreneurship as mandatory
- To prepare very well for the new courses that we will have for the Chemistry, Biology, Pharmaceuticals and medicine
- To develop courses about Social Entrepreneurship ,Civic Entrepreneurship and Cultural Industries entrepreneurship
- To strength the services that the Start Upcafé provide to our students
- To increase the coverage we had for the SME`s, by developing new programs, new methodology, new funding schemes. We are in the process of adapting the SBDC concept to Colombia, and we will open the first one in Colombia hopefully in 2010
- To increase the conversion rate , expressed as the number of our alumni, with minimum five years of experience, who had their own enterprise, to about 50% by 2014
- To increase the number of professor and to improve their academic training in areas useful to the development of Entrepreneurial education
- To get a very selected group of consultants to provide better services to the SME`s.