



Nomination of
The Entrepreneurship Program at Grove City College
for the
USASBE 2018 EXCELLENCE IN ENTREPRENEURSHIP EDUCATION AWARD
USASBE MODEL EMERGING PROGRAM



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SMALL BUT MIGHTY: *Grove City College*

Grove City College is a Christian liberal arts college located 50 miles north of Pittsburgh, Pennsylvania, that serves 2,500 undergraduate students. While our size might appear to be a limitation, it has not kept Grove City College from standing out in the recent rankings in Forbes (*America's Top Colleges – 2017* | *Best Value Colleges – 2016*), U.S. News & World Report (*Best National Liberal Arts Colleges – 2017* | *Colleges Where Students are Eager to Enroll – 2016*), and The Princeton Review (*The 382 Best Colleges – 2018* | *Colleges That Pay You Back – 2017* | *The 381 Best Colleges – 2017* | *Colleges That Pay You Back – 2016*). As such, we hope that our school's small size will not keep us from being considered for the USASBE 2018 Outstanding Emerging Entrepreneurship Program Award.

"From a small seed, a mighty trunk may grow." - Aeschylus

THE ENTREPRENEURSHIP PROGRAM AT GROVE CITY COLLEGE

Grove City College (GCC) recognized increased student interest in entrepreneurship about fifteen years ago. As a result, the Department of Entrepreneurship was formed in 2002 to address the academic side of the program including the creation of entrepreneurship courses and an entrepreneurship major. The Center for Entrepreneurship + Innovation was formed in 2003 to support experiential activities for entrepreneurship majors including an elevator pitch competition and a business plan competition. While this was a good start, the program was limited in reach and saw little change over the next several years.

In 2013, the GCC administration, again in response to student interest, invested in revitalizing the program by promoting Professor Timothy Sweet to Interim Chair of the Entrepreneurship Department and by hiring Professor Yvonne J. English into a newly created position: Interim Executive Director of the Center for Entrepreneurship + Innovation. The mandate was clear to the new leaders: rethink, rebuild, and grow entrepreneurship at Grove City College. In 2014, the positions were made permanent, and, since then, the program has flourished.

MISSION OF THE PROGRAM

The Entrepreneurship Program at Grove City College, consisting of the Department of Entrepreneurship and the Center for Entrepreneurship + Innovation (E+I), educates and inspires principled, high-impact entrepreneurs whose innovations improve people's lives and solve important problems.

ACCESS FOR ALL

E+I has now been expanded to serve ALL Grove City College students regardless of major. We provide real-world entrepreneurial experiences that allow students to build relationships and expand possibilities. Even if students don't plan to start a business, the skills learned through participation in our programs can prepare them to compete in the marketplace with confidence.

CROSS-DISCIPLINARY NATURE

Our program strives to promote an entrepreneurial culture by supporting interdisciplinary collaborations, raising awareness among all Grove City students to the possibility of entrepreneurial activity within their chosen career path. also helps students who are considering founding a startup.

A SPIRIT OF SERVICE

A strong relationship also exists between the Center for Entrepreneurship + Innovation, the Grove City College Entrepreneurship Department, and the surrounding region. We are committed to contributing to local and regional economic development efforts by bringing the community and students together to collaborate and solve problems cooperatively.

ACADEMICS: THE ENTREPRENEURSHIP DEPARTMENT AT GROVE CITY COLLEGE

The Department of Entrepreneurship, part of the Grove City College ACBSP accredited Business Program, houses the academic side of the Entrepreneurship Program, which includes the major and several minors. To earn a Bachelor of Science degree in entrepreneurship, students complete 67 credit hours of major coursework in addition to the College core curriculum. Students may choose from a variety of electives in order to tailor their education to particular interests. The degree provides a solid foundation for students wishing to impact the world through their business ventures, nonprofit ideas, and creative solutions to problems in the real world. There are also several minors available to students who want to further specialize in entrepreneurship including:

- **INTERNET ENTREPRENEURSHIP:** The Internet Entrepreneurship minor is open to all students except entrepreneurship majors. This minor encourages students to explore concepts and develop skills that prepare them for the digital world. Students take 21 credits from a variety of courses focused on understanding and using the web as an entrepreneurial tool.
- **SOCIAL INNOVATION:** The Social Innovation minor is designed for students who want to deepen their understanding of innovative social impact models and blended value enterprises. The minor is open to students in the entrepreneurship major. Students in this minor take courses in sociology and social work as well as in social entrepreneurship.
- **SOCIAL ENTERPRISE:** The Social Enterprise minor is open to students who are studying management, marketing, or international business and are on track to have a strong foundation of business courses. This minor provides students the opportunity to explore topics in social entrepreneurship and deepen their understanding of social problems and their causes.
- **SOCIAL ENTREPRENEURSHIP:** The Social Entrepreneurship minor is designed for sociology majors who wish to add a business and entrepreneurship focus to their undergraduate experience.
- **HIGH-TECH ENTREPRENEURSHIP:** This interdisciplinary minor, offered by the Departments of Computer Science and Entrepreneurship, provides students with the technical and entrepreneurial experience they will need to start or work in a high-tech company.

The Department of Entrepreneurship is also seeing an increased interest in entrepreneurship on campus beyond students who are majoring and minoring in entrepreneurship as indicated by **record enrollment in entrepreneurship classes**. Due to high demand, ENTR101 (Entrepreneurial Mind: Creativity and Innovation) has been split into two sections, which are currently at maximum capacity. Entrepreneurship courses, in addition to presenting theory and case studies, give students the opportunity to engage in **service learning**.

CORPORATE PARTNERSHIPS

The Entrepreneurship Program at GCC has created a unique approach to corporate partnerships by creating a win-win-win scenario for all parties. The students win by garnering real-world experience working with service learning partners. The Program wins by being able to market the unique programs to prospective students and by receiving funding from the corporate partners. The corporate partners win by saving expenses through the use of student teams where employees had been utilized in the past and by creating a pipeline of future employees whose abilities are known to the organizations. Examples include ENTR467: Corporate Healthcare Innovation sponsored by Mylan and ENTR424: Supply Chain Management sponsored by the Auto Care Association (ACA).

SOCIAL ENTREPRENEURSHIP: BOOTS ON THE GROUND

This year, as part of ENTR307: Social Entrepreneurship, student

teams are touring local non-profits and working on solutions to problems that these organizations face through GCC's new partnership with the Community Foundation of Western PA and Eastern OH. Funds under the Foundation are putting real money on the line to fund the solutions crafted by the unique collaboration.

INTERNATIONAL MICROLENDING: THE KIVA PROJECT

The Kiva project, funded by a \$30,000 donation from Rod Nowland, offers students hands-on experience in microlending. Before making microloans, students are required to read articles that describe the advantages and pitfalls of microfinance. Next, each student team comes up with a lending strategy that considers the purposes of the loans, their economic impact, the financial intermediaries involved and diversification. Finally, student teams make the actual loans through Kiva. Students learn how to (micro)lend responsibly and use the Kiva platform.

EXPERIENTIAL LEARNING: THE CENTER FOR ENTREPRENEURSHIP + INNOVATION (E+I) AT GROVE CITY COLLEGE

In response to student interest, the Center for Entrepreneurship + Innovation, funded entirely by donations and corporate partnerships, has expanded to serve all students, regardless of major. As such, we have been intentional about **collaboration with different departments across campus** during the past few years. This has resulted in a **significant increase in the level of cross-disciplinary entrepreneurial activity on campus** as a record number of students from an impressive number of majors now participate in the programs, competitions, and events offered by E+I. For example, *186 students from 28 majors* are currently participating in our Elevator Pitch Competition this semester. This represents a **127% increase** in student participation over the past four years. The Programs, Events, and Competitions held by E+I are detailed in Appendix A. Recent highlights include:

INTERNATIONAL STARTUP EXPERIENCE

Five students attended the **European Innovation Academy (EIA)** in July at Polytechnic University of Turin, Italy, along with E+I Executive Director, Yvonne English. It was the first time the College has sent students to EIA. EIA, founded in collaboration with Stanford, Google, Microsoft, and UC Berkeley, is the world's largest digital accelerator. Tobias and Bowser were on one of the winning teams at the three-week long program, which took the aspiring entrepreneurs through all the milestones of creating a startup, from conception to market.

GOODBYE BUSINESS PLAN COMPETITION!

Last spring, E+I presented the **Wolverine Venture Battle 2017 and Innovation Showcase**. The judges, who heard business model presentations from student teams, acted as "investors" and distributed \$15,000 in cash to the students who presented the strongest cases for their gestating businesses. The top winning team also won in-kind services. This complete change in format marks what would have been the 15th year of the business plan competition and represents a more realistic approach to pitching a business.

EXTERNAL STUDENT COMPETITIONS: E+I actively encourages and supports teams that enter external competitions.

- Hannah Vaccaro '18 and Ross Harrington '17 earned one of 25 coveted spots in the **EIX's e-Fest National Business Plan Competition** with their business idea, PeeWee Packs. The top 25 teams in the competition were chosen from the pool of more than 160 teams from 81 schools that submitted videos and slides describing their business ideas to a panel of 32 judges.
- Grove City College students took second and third place at the **11th Annual Big Idea Competition** held recently by the **Center for Business and Economics at Allegheny College**.
- Grove City College students took first and third place at the **Fall 2016 Perfect Pitch Competition** at **Westminster College**.
- Stephen Weaver '19 participated in the inaugural **Virginia Shark Tank**, where he and other ambitious young entrepreneurs presented their elevator pitches to a panel of judges and investors in front of a live audience and a digital crowd watching live on Facebook. Weaver earned a spot to continue to work on his winning business idea with Virginia-based Ignition Business Accelerator this past summer.

Two pages fill up quickly! For more information on the Entrepreneurship Program at Grove City College, please visit our website (www.gccentrepreneurship.com) or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

Appendix A: Center for Entrepreneurship + Innovation (E+I) Programming

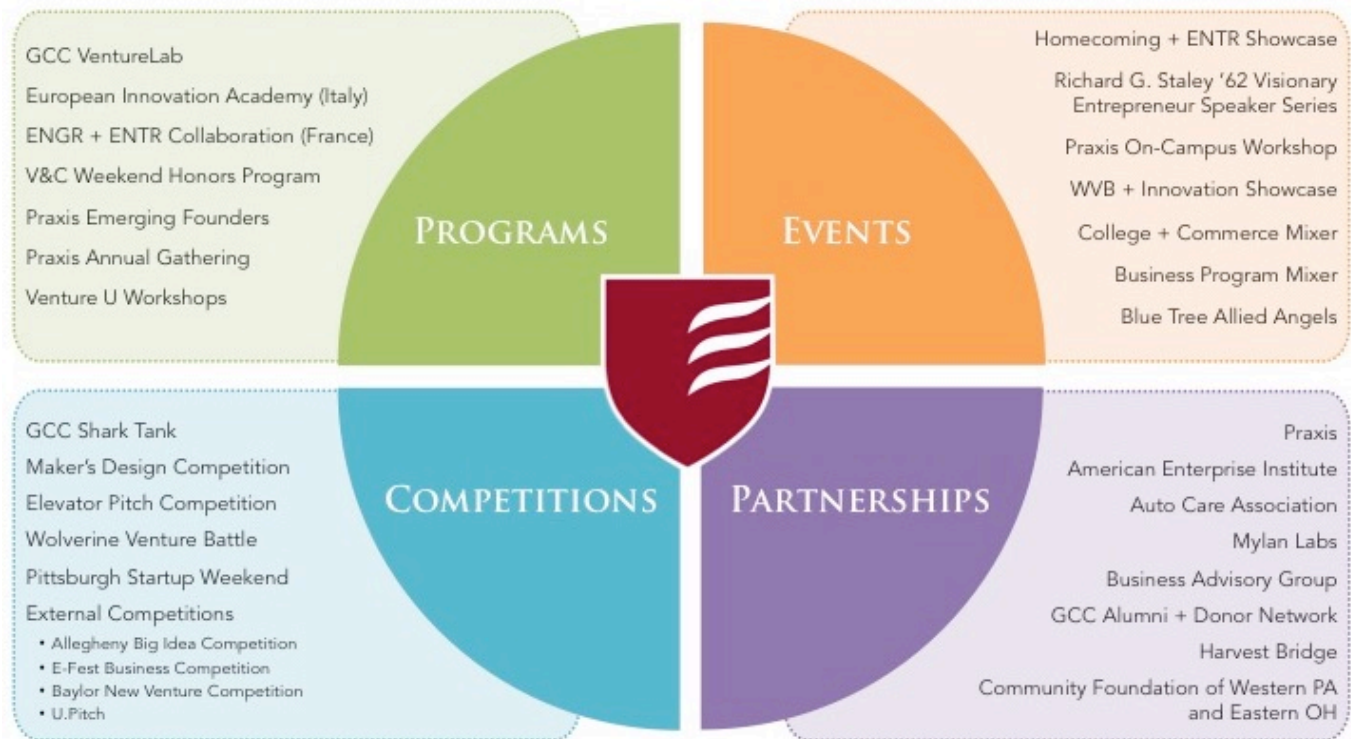


E+I

THE CENTER FOR

Entrepreneurship + Innovation

AT GROVE CITY COLLEGE



E+I Programming Highlights:

- **GCC Elevator Pitch Competition: Learning to Pitch + Defend an Idea:** The Grove City College Elevator Pitch Competition affords all students the opportunity to pitch their new venture ideas in two minutes to a panel of judges and offers cash prizes in two categories – Commercial and Social Enterprise. Over 180 students from 28 different majors participated in this fall's event!
- **GCC VentureLab + Wolverine Innovation Fund: Where Students Start to Test + Build Ideas:** The GCC VentureLab is an early-stage business and social enterprise idea lab that provides coaching, mentors, education, and funds to carefully screened teams. (Noted graduate teams include Gecko Robotics, a Pittsburgh company that raised a Series A Round and is now saving lives in power plants around the country!) The Wolverine Innovation Fund has recently been created to support the VentureLab program grants through charitable gifts from alumni and friends of the College. This is an ongoing fund where donors can begin their participation at any time.
- **Venture U Seminar Series: Business Training + Advice from Business Pros:** Venture U is a spring seminar series that focuses on the nuts and bolts of starting a business. The 1-1½ hour sessions are delivered by experienced professionals and include focus areas of interest such as legal, accounting, marketing and branding, networking, intellectual property, prototyping, etc.
- **Richard G. Staley '62 Visionary Entrepreneur Speaker Series:** The Center for Entrepreneurship + Innovation's endowed Richard G. Staley '62 Visionary Entrepreneur Speaker Series brings experienced entrepreneurs to campus to share their insights and wisdom. Each semester, E+I hosts successful business men and women whose compelling stories of success and failure have inspired and enlightened our audiences and provoked thought and stimulated conversation.
- **General Events: Providing Unique Student Experiences in Innovation + Entrepreneurship:** Each year, E+I holds various events to help students learn more about entrepreneurship + innovation outside of the classroom. Past events have included Silicon Valley Mock Interviews with an alum entrepreneur, a fashion workshop with ModCloth, a trip to Pittsburgh for the "Future of Robotics" event, and participation in the European Innovation Academy (EIA) for three weeks in Turin, Italy. E+I also offers several trips a year to Blue Tree Allied Angels' meetings (Erie & Pittsburgh) where students can see how angel investing works behind the scenes.
- **Wolverine Venture Battle (WVB):** This competition provides an opportunity for all Grove City College students to apply their knowledge by developing a business idea, interviewing customers, prototyping, market testing, and presenting to potential "investors" to win real money and in-kind services. This is not your father's business plan competition!
- **Future Entrepreneurship Mentoring:** This spring, E+I is launching an online portal that will facilitate the connection of our student entrepreneurs to one another, alumni, business professionals, entrepreneurs, and subject matter experts.

Entrepreneurship Courses at Grove City College

- **ENTR 101. ENTREPRENEURIAL MIND: CREATIVITY AND INNOVATION.** This course introduces the student to entrepreneurial thought and the process for innovation and idea generation.
- **ENTR 102. TECHNOLOGY FOR THE ENTREPRENEUR.** Students learn to use the business technologies that are foundational to their educational experience and future business careers in entrepreneurship.
- **ENTR 260 | ENTR 360 | ENTR 460. INDEPENDENT STUDY.** Individual study of specialized topics in entrepreneurship.
- **ENTR 270 | ENTR 370 | ENTR 470. INDEPENDENT RESEARCH.** An opportunity to conduct supervised research in entrepreneurship.
- **ENTR 301. LEAN LAUNCHPAD.** The Lean LaunchPad uses the Customer Discovery process and the Business Model Canvas to collapse the infinite possibilities of a startup into a set of solvable problems.
- **ENTR 302. SALES IN THE STARTUP.** The purpose of this course is to understand the theory and practice of sales as it is approached in the environment of a startup business.
- **ENTR 303. LAW FOR ENTREPRENEURS.** This course provides an awareness and basic understanding of the legal issues encountered by entrepreneurs.
- **ENTR 306. ETHICS FOR THE ENTREPRENEUR.** Students study the ethical decisions business professionals face in small business, family business, and corporate business settings. Students analyze selected case studies and discuss their analysis with the class.
- **ENTR 307. SOCIAL ENTREPRENEURSHIP.** Students study highly effective non-profit as well as for-profit social enterprises to learn the unique aspects of entrepreneurship used to facilitate meaningful social change.
- **ENTR 309. E-COMMERCE.** This course will provide a foundation for understanding the essential components of a successful e-commerce system while launching and building a real e-commerce business.
- **ENTR 312. ENTREPRENEURSHIP: MANAGING A GROWING ENTERPRISE.** This course focuses on the strategy and operations issues involved with managing an existing company beyond the startup phase using a global business simulation game.
- **ENTR 314. ENTREPRENEURSHIP AND THE MISSION OF THE CHURCH.** This course explores the relationship between entrepreneurial theory and practice and the execution of church ministry and mission work.
- **ENTR 317. STARTUP FOUNDERS' DILEMMAS.** Students will explore the types of decisions that startup founders face and the potential impact of such decisions. They will hear from real founder guest lecturers and will have the opportunity to profile a founder.
- **ENTR 326. INTRODUCTION TO THE BUSINESS OF MUSIC.** This course is designed as an introduction to the business of music, providing students with the latest instruction on best practices for music creators, consumers, and facilitators working in this field.
- **ENTR 328. INTERNET CONTENT MARKETING.** Students will probe the subject of Internet content marketing as a core discipline for 21st century entrepreneurs. They will learn essential concepts for strategic content development and web-based thought leadership.
- **ENTR 330. SEARCH ENGINE OPTIMIZATION.** Students will explore the fundamental principles and best practices in the field of SEO.
- **ENTR 331. ENTREPRENEURSHIP AND ENTERPRISE.** An examination of entrepreneurship and its role in society. The contribution of creativity, foresight, and other attributes of entrepreneurs to the working of for-profit and not-for profit enterprises will be explored.
- **ENTR 390. STUDIES IN ENTREPRENEURSHIP.** Studies in areas of entrepreneurship not fully covered by regular departmental offerings.
- **ENTR 402. TECH COMMERCIALIZATION STUDIO.** In this course, students will examine what is needed to take an idea to market through lectures, guest presentations, and working on a team-based project exploring the commercialization of a specific technology.
- **ENTR 408. SOCIAL ENTREPRENEURSHIP PRACTICUM.** Using case studies, lectures, and hands-on exercises, this course clarifies and illustrates the steps necessary to prepare to launch a social enterprise.
- **ENTR 409. INTERNET ENTREPRENEURSHIP.** This course will explore the foundational principles and essential components for launching a successful entrepreneurial endeavor on the Internet.
- **ENTR 420. MENTORING.** This course will help students learn and practice the skills necessary to establish and leverage valuable mentor relationships. The course consists of two dimensions: classroom study and one-on-one discussions with an experienced business leader.
- **ENTR 423. FAMILY BUSINESS MANAGEMENT.** An upper-level course that will focus on the dynamic of the family-owned and operated business. Appropriate for students of family businesses or students anticipating working for a family business.
- **ENTR 424. SUPPLY CHAIN MANAGEMENT.** The focus of this course is to provide an introduction to supply chain management. It will deal with both the logistical activities of demand fulfillment and the behavioral aspects of supply chain management.
- **ENTR 426. INTRODUCTION TO MUSIC MARKETING.** This course will provide students with an overview of key music marketing principles, terms, and practices, which together form the foundation for all music-related marketing plans.
- **ENTR 430. ENTREPRENEURIAL FINANCE AND VENTURE CAPITAL.** This course covers financial skills used by entrepreneurs and venture capitalists from the startup of a venture through its harvest.
- **ENTR 466. BUSINESS PLANNING.** This course provides students from all majors with a vehicle for turning their business and non-profit ideas into concrete viable business plans.
- **ENTR 467. CORPORATE HEALTHCARE INNOVATION.** In this course, students have a unique opportunity to explore real-world, healthcare-related business concepts in the context of working directly with a major healthcare corporation.
- **ENTR 468. INNOVATION FOR IMPACT.** This course will provide students with an understanding of how different entities can innovate using design thinking methodology. We will use that knowledge to attack problems faced by real organizations in our own community.
- **ENTR 480. INTERNSHIP IN ENTREPRENEURSHIP.** An opportunity for juniors and seniors, with a minimum of fifteen hours in their major, to participate in individual job experiences, domestic and international, under the supervision of a manager and a faculty member.
- **ENTR 488. SEMINAR IN ENTREPRENEURSHIP.** An advanced course for junior or senior Entrepreneurship majors to concentrate on specific subject matter to be determined with a faculty advisor.