

INTERNATIONAL CONFERENCE

1st & 2nd July 2009

Catholic University of Portugal · Porto, Portugal



EMPLOYABILITY & ENTREPRENEURSHIP: TUNING UNIVERSITIES & ENTERPRISES

Entrepreneurship: An American Perspective

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<http://feg.porto.ucp.pt/eetue/>

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Entrepreneurship In The USA

A Solution In Difficult Economic Times

- A recent study by the Kauffman Foundation of Kansas City, Missouri found that:
 - More than half of the companies on the 2009 Fortune 500 list were launched during a recession or bear market
 - » Disney during the Great Depression and Microsoft during the recession in the 1970's
 - More than one third of US GDP comes from firms that did not exist in 1980
 - The pace of entrepreneurial activity increased in 2008 (approximately 500,000 new business per month)
 - 1/3 of job creation is due to new businesses
 - The oldest age group (55 – 65) experienced a big increase in business creation rates from 2007 – 2008

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The Importance of Entrepreneurship In Higher Education

- Entrepreneurship in US Universities and Colleges has grown tremendously since the 1980's
- Entrepreneurship education has expanded beyond the Business School to include curriculum in multiple disciplines
- Experiential learning is a critical component to a well balanced education in entrepreneurship
- Students have demonstrated an interest in Social and Cultural applications of entrepreneurship
- Faculty from diverse disciplines are extremely interested in entrepreneurship

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Growth of Entrepreneurship Education

Category	1980-85	2005-06	%Δ
# of colleges offering courses/programs/degrees	253	1,906	+65%
# of students enrolled in an entrepreneurship course	16,000	200,000	+1,150%
Number of academic depts	0	22	
Number of courses in E'ship/ small business offered	270	>5,000	+175%

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Growth of Entrepreneurship Education

	1986-87	1996-97	2006-07
# of colleges awarding baccalaureate degrees	8	37	89
# of baccalaureate degrees awarded	91	655	1,663
# of colleges awarding associate (2-yr) degrees	36	50	93
# of colleges awarding certificates	23	73	152
# of certificates awarded	88	375	1,366

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Entrepreneurship at the University of Illinois

- Academy for Entrepreneurial Leadership – Founded 2004
- 1 of 8 Kauffman institutional experiments in changing university culture
- 1 of several centers on campus that promote entrepreneurship across disciplines
- Recognized within top 25 universities in the US for entrepreneurship education
- The Academy serves as a resource for all academic units
- *Channeling creativity and innovation to produce value in communities*

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Entrepreneurship in the Illinois Curriculum

2004

1,200 enrollment

Faculty (mostly bus/eng)

Venture formation

Courses developed & offered by college

2007-2008

10,000 enrollment

50 Faculty Fellows (cross-discipline)

Entrepreneurial mindset and application of principles

Courses developed in departments

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Academy for Entrepreneurial Leadership Strategic Approach

- Diagnose - Challenges and Opportunities on Campus
 - Faculty Survey
 - Stakeholder Interviews
 - Graduate and Undergraduate Student Surveys
- Design – Curricular and Co-Curricular Initiatives
 - Faculty Fellows
 - Graduate Scholars
 - Co-Sponsored Events
 - Opportunity Fund
- Deliver – Programs With High Impact
- Determine – Evaluation and Assessment

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Entrepreneurship as a respected field of study at Illinois

- Curriculum
 - Faculty Fellows highly respected in their fields
 - Establishing a minor in 2009
 - Fits with overall growth in cross-disciplinary collaboration at Illinois, in research and teaching
- Research
 - Entrepreneurial Research Fund – highly competitive multi-disciplinary
 - Graduate Scholars Research Fund
 - Collaboration on major NSF & NIH grants
- Outreach
 - Growth in cross-institutional, international partnerships including: HBCUs, Worldwide Universities Network, NCGE
 - Partnership with Vice-Chancellor for Public Engagement UIUC
 - Economic development initiatives (IECN grant program)

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Extra Curricular Activities at Illinois

- Enterprise Competitions
 - Open Mic Night, IdeaBounce, Innovation Teams
- Nascent Entrepreneurship Workshop Series
- FastTrac Course for entrepreneurs in the community
- Support for student organizations
- Lecture Series – Spotlight on the Entrepreneur
- Co-sponsored Events
- International Collaborations
 - Worldwide Universities Network
 - Entrepreneurs Without Borders

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Institutional Entrepreneurship at Illinois

- **Academy Advisory Board of Deans**
 - Deans from colleges meet monthly to advise and support
 - Approve Faculty Fellows, Research & Opportunity Fund
- **Innovation Celebration**
 - Started in 2005 to recognize entrepreneurial faculty
- **Provost Ad-hoc committee**
 - Established in 2007 to expand entrepreneurship principles
 - Recommendations to change/modify University policies and procedures

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What's needed

- More experiential opportunities that fit wide range of students
- Mix of credit and co-curricular opportunities
- Additional programs for students in non-business fields
 - More certificates and minors
- Involvement by faculty outside of schools of business
 - Requires supportive infrastructure
- Inclusion of graduate (post-baccalaureate) students
 - Future of field
- Programs for alumni to become more engaged
 - Friends of the Academy, External Advisory Board

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