

# Developing Entrepreneurship Programmes in MBA Schools: A Contrast in Approaches


## Survey of 7 business schools:

- Babson College
- Boston College
- City University of New York - Baruch College
- Columbia University
- Georgetown University
- Harvard University
- New York University

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# What are the building blocks of an entrepreneurship programme?

- 
- Philosophy / Focus
  - Infrastructure Support
  - Intellectual Development
  - Student Development

## Philosophy & Focus Underlying the Programme: What “type” of entrepreneurship?



Is entrepreneurship considered a “distinct” activity, or an approach that permeates the teaching of management skills and which can be applied outside the context of an individual starting a firm?

Does the school focus on entrepreneurship defined as high-technology-related, “new-economy” start-ups with the goal of going public in the future?

Or, does the school view entrepreneurship through the lenses of small, often local, businesses, where some of the most important contributions may be to help the founder or second generation professionalise their businesses?

## Infrastructure Support



- Funds endowed for entrepreneurship research, programme development
- Chairs in Entrepreneurship
- Entrepreneurship Centres / Institutes
- Wealth of school / university

# Intellectual Development



- Number of Faculty conducting research in entrepreneurship
- Chairs in Entrepreneurship (broadly defined)
- Research centres
- Publication record of faculty: papers, books, business cases ...
- Academic conferences hosted
- Academic journals published

# Student Development



- Degree Programmes: under-/graduate
  - Are majors / concentrations offered?
  - Level of student interest
- Variety of classes offered, numbers of class seats
- Faculty - e'ship specialists, practitioners
- Connection to the practitioner community
  - entrepreneurs in residence
  - internships
- Student activities: clubs, business plan competitions, conferences, consulting activities
- Are students becoming entrepreneurs?

## Developing strong entrepreneurship programmes ...



What constitutes a strong programme?

This depends on who you speak to ... academics, students, donors, the business community. Even within these communities, there is no recipe for success.

Which building block, or combination of building blocks, is judged to be the key depends on the philosophy/focus of the faculty, school, & university. Thus, “numbers” do not tell the entire story.

The type of programme developed also depends on what is possible, given the academic institution’s resource base. Some schools can pursue multiple areas, others must identify where they can make the biggest impact.

# Perspectives on characteristics of a strong entrepreneurship programme?

## ■ Academic Researchers

- research support (i.e. funds) for faculty and graduate students
- developing teaching tools
- publishing in leading journals, publishing books
- “critical mass” of researchers / students to create knowledge

## ■ Students

- school's reputation / rankings
- number & variety of classes; quality of teaching
- access to practitioners / practical experience
- employment (or ability to start new business)

## ■ Donors / Business Community

- school's reputation / rankings
- student successes
- faculty's reputation

# Approaches to programme development



## ■ Research-Oriented Model

- focus on academic research, creating new knowledge about entrepreneurship practices, developing new pedagogical tools...
- research may be practical or theoretically-based

## ■ “Consulting” Model

- focus on establishing relationships with the local business community; faculty (and often students) provide services...
  - consulting
  - practical courses (e.g. writing a business plan, managing a business etc...)

## ■ Teaching / Practice-Oriented Student Development

- wide range of courses for students, business plan competitions, internships, strong connections to practitioners
- students encouraged to establish start-up firms

## ■ ... or a mix of these activities

# How have schools approached programme development?

## ■ Research-Oriented Model

- Babson College
- Columbia - research in e'ship is conducted by individual faculty, not as a part of an effort led by the Lang Center
- Harvard - e'ship as an integral part of general management skills
- NYU Stern

## ■ “Consulting” Model

- CUNY Baruch (via Field Center)
- Georgetown (via student groups)

## ■ Teaching / Practice-Oriented Student Development

- Babson College
- Boston College
- CUNY Baruch
- Columbia
- Harvard
- NYU Stern

## Schools Survey...



- Babson College
- Boston College
- City University of New York - Baruch College
- Columbia University
- Georgetown University
- Harvard University
- New York University

# Key Contacts

- Babson College
  - Associate Prof. Stephen Spinelli, Jr. - Chair, Entrepreneurship Div.
- Boston College
  - Prof. Jeffrey Ringuest, Dir. of Graduate Curriculum & Research, Carroll School
- City University of New York - Baruch College
  - Prof. Edward Rogoff - Dir., Field Center
- Columbia University
  - Prof. Murray Low - Exec. Dir., Lang Center
- Georgetown University
  - Prof. Elaine Romanelli
- Harvard University
  - Prof. Howard Stevenson - Snr. Assoc. Dean for External Relations, Sarofin-Rock Prof. Of Business Administration
- New York University
  - Prof. Ari Ginsberg - Dir., Berkley Center; Price Prof. of Entrepreneurship & Management



Babson College - F.W. Olin Graduate School of  
Business

## Overview:

# Babson College - F.W. Olin Graduate School of Business

- #52 on FT international MBA Rankings (1999)
- Degrees Offered - 1yr, 2 yr options
  - MBA concentration in “Entrepreneurship” (approx 50%)
- Students
  - 500 graduates / year
- Founder’s Fund
- Entrepreneurship Program
  - Ranked 1 by US News & World Report (7 years running)
  - Ranked 1 by FT
  - Noted first by Business Week (1999)
- Arthur M. Blank Center for Entrepreneurship
- Babson Family Business Institute

# Babson College - Olin School

## MBA - Entrepreneurship

- **Entrepreneurship Intensity Track** - students launch a new venture during their 2nd year
- **Entrepreneurship Specialty Areas**
  - family business; franchising; distributorships; licensing; management buy-out / buy-in; not-for-profit
  - entrepreneurship in organisations
- **Student Awards / Prizes**
  - Frederic C. Hamilton Entrepreneurial Scholarship Program
  - Price-Babson Fellowship
  - Douglass Foundation Entrepreneurial Prize
- **Faculty**
  - 10 who only teach e'ship; 6 endowed chairs (est \$14 M)
  - 8 professors shared from other departments
  - 9 drawn from the business community

# Babson College - Olin School

## Student Development



### ■ Ties to the Business Community

- Academy of Distinguished Entrepreneurs

### ■ Student Activities

#### ■ Babson Entrepreneurial Exchange (1984)

- student-run, non-profit organisation providing support & educational services
- publishes the *Entrepreneurial Review*

#### ■ Babson Entrepreneurial Finance Group

#### ■ Babson Entrepreneurial Group

#### ■ Babson Entrepreneurial Teaching Alliance

#### ■ Babson Technology Venture Group

# Babson College - Olin School

## Intellectual Development

### ■ Books Published\*

- Bygrave - *Venture Capital at the Crossroads; The Portable MBA in Entrepreneurship*
- Lange - *The Construction Industry: Balance Wheel of the Economy*
- Leleux - *European Casebook on Entrepreneurship & New Ventures*
- Reynolds - *The Entrepreneurial Process: Economic Growth, Women & Minorities*
- Timmons - *New Venture Creation; Planning & Financing the New Business; New Business Opportunities; The Entrepreneurial Mind; Venture Capital at the Crossroads*

### ■ Academic Journals

- Entrepreneur; Entrepreneurship: Theory & Practice; European Financial Management; Family Business Review; Finance; Harvard Business Review; J of Business Venturing; J of Entrepreneurial & Small Business Finance \* This is not an exhaustive list

■ *Entrepreneurship: Theory & Practice*

# Babson College - Olin School Intellectual Development



- Research in E'ship
  - Member of the Entrepreneurial Research Consortium
  - Global Entrepreneurship Monitor (Babson, LBS, Kauffman)
- Babson College-Kauffman Foundation Entrepreneurship Research Conference (annual)
- Academic Journals
  - *Frontiers of Entrepreneurship Research*

# Babson College - Olin School

## Courses Offered

- Core
  - New Venture Creation
  - Managing Growing Businesses
  - financial Entrepreneurial Ventures
- Finance Focus
  - Venture & Growth Capital: Theory & Practice
- Other
  - Business & Tax Planning
  - Corporate Venturing: Entrepreneurship in Organizations
  - Family Business Management
  - Franchising, Licensing, and Distributorships: Exploiting Rapid Growth Opportunities
  - Management Buy-Outs and Buy-Ins
  - Marketing for Entrepreneurs
  - The Social Entrepreneurs
- Labs
  - Entrepreneurial Field Studies

# Babson College - Olin School

## Arthur M. Blank Center for Entrepreneurship (est 1998)

- **Mission:** To enhance entrepreneurship education and practice worldwide through the creation & development of teaching, outreach, & research initiatives that encourage & support entrepreneurs & the spirit of entrepreneurship
- **Development Hatchery**
  - provides office space to students to implement a business venture
  - Seed Capital Fund for undergraduates, graduates & recent grads
- **Outreach**
  - Price-Babson College Fellows Program; now also @Berkeley
  - Symposium for Entrepreneurship Educators
  - Lifelong Learning for Entrepreneurship Education Professionals
  - Entrepreneurial Management Program
  - “NFTE University” - with National Foundation for Teaching E’ship for inner-city youths
  - National Consortium of Entrepreneurship Centers
- **Endowment: \$6.5 M (est)**



Boston College - Carroll School of Management

## Overview:

# Boston College - Carroll School of Management



### ■ Degrees Offered

- BS in Management
- MBA concentration in “Development of New Ventures & Entrepreneurship”
- MSF
- PhD - Finance or Organisation Studies

### ■ Students

- 2400 undergraduates
- 215 Full-time, 650 Part-time graduate students

### ■ Small Business Development Center

- Operated under US Small Business Administration guidelines

# Boston College - Carroll School

## MBA “Development of New Ventures & E’ship”



### ■ Students

- < 10% majoring (likely to be less this year given downturn in IPO market)
- 10 - 20% take entrepreneurship courses

### ■ Faculty

- 1 FT
- 2 adjunct

### ■ Curriculum

- Students are required to develop a business plan, in teams, to be presented to faculty, venture capitalists, businesspeople during their first term. This project therefore provides a business context for the students as they move onto their courses in finance, technology etc....

# Boston College - Carroll School

## Courses Offered



### ■ Core

- Entrepreneurship & New Ventures

### ■ Finance Focus

- Venture Capital
- Small Business Finance
- Mergers & Acquisitions
- Advanced Topics: Venture Capital Studies (field study)

### ■ Other

- Small Business Management Strategy
- Electronic Commerce



City University of New York, Baruch College  
Zicklin School of Business

## Overview:

### CUNY, Baruch - Zicklin School of Business

- # 66 on FT international MBA Ranking (1999)
- Degrees Offered
  - BBA
  - MBA - “Entrepreneurship & Small Business Management”
  - EMBA - 1st module focuses solely on entrepreneurship
  - MS
  - PhD
- Students
  - 1960 MBA / MS
  - 90 PhD
- Philosophy: Focus on real world issues, cases, problems. Entrepreneurship faculty have significant practical experience.


# CUNY Baruch - Zicklin School

## MBA Entrepreneurship & Small Business Management



- Endowment ~ \$4.5 M (incl. Field Center)
- Students
  - 4 - 5 % majoring in entrepreneurship
  - 38% taking entrepreneurship classes
  - Baruch College Student Entrepreneurship Competition
- Faculty
  - 4 who only teach entrepreneurship; 2 endowed chairs
  - 2-3 shared with other departments
  - 3-4 adjuncts from the business community
- Curriculum - developed over 15 years
  - 4 core courses
  - Electives in Finance, Technology, and Services
  - Lab course: Entrepreneurial & Small Business Experience

# CUNY Baruch - Zicklin School



## **Sample of Recent Publications**

- Alvin Puryear, Edward Rogoff, Myung-Soo Lee
- Global Focus, Journal of Small Business Management, Journal of Small Business & Entrepreneurship, Journal of Business & Entrepreneurship, The Entrepreneurial Executive

## **Student Development Activities**

- Baruch College Student Entrepreneurship Competition


# CUNY Baruch - Zicklin School

## Courses Offered

- Core
  - Entrepreneurial Strategy & Cases
  - Managing the Entrepreneurial Enterprise
  - Entrepreneurial Ventures
- Finance Focus
  - Management Accounting & Control for Entrepreneurs
- Technology Focus
  - IT & the Small Business Enterprise
  - Internet & Small Business Entrepreneurship
- Other
  - Services Marketing
- Lab
  - Entrepreneurial & Small Business Experience

# CUNY Baruch - Zicklin School

## Lawrence Field Center for E'ship & Small Business



- Faculty consults to 3000 clients / yr on a pro bono basis
  - conducts research based on this client base
- Courses / Seminars
  - focus on practical issues
  - one-offs to courses of 16-weeks
- Annual “Entrepreneurship Summit”
  - targeted to the client base; 200 “high potential” entrepreneurs
- MBA students may intern at the Center



Columbia University - Columbia Business School

## Overview:

### Columbia University - Columbia Business School



- #5 on FT international MBA Rankings (1999)
- Degrees Offered
  - MBA - Entrepreneurship (around 14%)
  - EMBA
  - PhD
- Students
  - 1000 MBAs
  - 104 PhDs
- Interdisciplinary Columbia Entrepreneurship Programme
  - Noted second by Business Week (1999)
  - Ranked 15 by US News & World Report (2001)
  - Ranked 21 by Success Magazine (1998/9)
- Eugene Lang Center for Entrepreneurship

# Columbia University - CBS

## MBA in Entrepreneurship / Columbia E'ship Programme

- Approach: integrate e'ship into the core curriculum (e'ship as a way of thinking), develop strong electives, and develop e'ship practice through lab courses. Focus on:
  - E'ship in New Ventures
  - E'ship in Large Organizations
  - Private Equity Financing
  - Social Entrepreneurship
- Students
  - 14% taking the major; 50% take entrepreneurship classes
- Faculty
  - 2 who teach only entrepreneurship; 5 endowed chairs
  - 20 professors shared from other departments
  - 14 adjuncts from the business community

# Columbia University - CBS

## Student Development

### **Student Activities**

- A. Lorne Weil Outrageous Business Plan Competition
- Columbia Entrepreneurs Organization (220+ students)
- Private Equity Club
- Internet & Technology Business Group
- Net Impact

### **Ties to the Business**

#### **Community**

- Eugene Lang Center for Entrepreneurship
- Small Business Consulting Program (CEO + Public/Non-Profit Management Program)
- Entrepreneurs in Residence
- Executives in Residence
- Columbia Entrepreneurship Update
- Alumni Club's Entrepreneurial & Internet Ventures Committee
- Annual Principal Investing Symposium (Private Eq. Club)

# Columbia University - CBS

## Intellectual Development

### **Conducting Research in E'ship**

- Eric Abrahamson, Amar Bhide, Charles Himmelberg, Murray Low, Rita McGrath, Atul Nerkar
- Research is conducted by individuals rather than as a organised e'ship focus

### **Recent Publications in E'ship**

- McGrath - *The Entrepreneurial Mindset*
- Bhide - *The Origin & Evolution of New Businesses*
- Harvard Business Review
- Building a case series for the core courses

### **Research Support**

- Resources for academics to encourage the integration of entrepreneurship themes into core business classes

### **Conferences**

- Annual Private Equity & Venture Capital Conference

# Columbia University - CBS

## Courses Offered



### ■ Core

- Introduction to Venturing
- Entrepreneurial Finance

### ■ Finance Focus

- Venture Capital

### ■ Technology Focus

- Intellectual Property Issues in a Networked Economy
- Managing Innovation
- Managing the Value of Internet Companies

# Columbia University - CBS

## Courses Offered



### ■ Other

- Entrepreneurial Creativity
- Managing Growth
- New Product Development
- Social Entrepreneurship
- Turnaround Management

### ■ Lab


- Entrepreneurial Greenhouse Program
- Launching New Ventures

# Columbia University - CBS

## Lang Center for Entrepreneurship



- Endowment of \$6 M
- Endowment of \$16 M for the Lang Fund
- Created to work with students aiming to launch new ventures.
  
- The Entrepreneurial Greenhouse Program - fund the pre-launch expenses of student ventures & provide access to experts
- Eugene Lang Entrepreneurial Initiative Fund - provides seed capital of up to \$250 K



Georgetown University - McDonough School of  
Business

Overview:

# Georgetown University - McDonough School of Business

- #28 on FT Global MBA Ranking (1999)
- Degrees Offered
  - BSBA
  - MBA
  - International Executive MBA
- Students
  - 250 MBAs

# Georgetown University - McDonough School Entrepreneurship Activities



## ■ Students

- 60% take entrepreneurship courses
- Georgetown Entrepreneurs Association & the Consulting Club pursue selected projects with biotech, internet and inner-city businesses

## ■ Faculty

- 2 conduct research in entrepreneurship

## ■ Curriculum

- Entrepreneurship (core course)
- 2- 5 electives based on faculty availability

# Georgetown - McDonough School

## Courses Offered



- Core
  - Entrepreneurship
- Finance Focus
  - Venture Capital / IPO
- Other
  - Implementing the Business Plan
  - Growth Strategies
  - Intellectual Property for Entrepreneurs



Harvard University - Harvard Business School

# Overview:

## Harvard - Harvard Business School

- #1 on FT international MBA Rankings (1999)
- Degrees Offered
  - MBA
  - DBA / PhD (jointly with other Harvard schools)
- Students
  - MBA - 1200
  - DBA / PhD - approx 20 admitted / yr; completion 4-5 yrs
- Entrepreneurship studies
  - The intellectual history of the entrepreneurial management field at the Harvard Business School dates back to the late 1930s when Joseph Schumpeter, Arthur Cole & others in Business History studied the entrepreneur. The first e'ship courses were offered in 1946.
  - Ranked 3 by U.S. News & World Report (2001)
  - Noted third by Business Week (1999)

# Harvard - HBS

## Entrepreneurship & Service Management track



- **Philosophy:** Entrepreneurship describes a way of managing rather than a specific economic function or characteristic of an individual. Thus, entrepreneurial management does not stop once a company is formed: rather, entrepreneurship is a never-ending process that includes identification of opportunity, marshaling required resources, exploitation of the opportunity, and harvesting.
- **Endowment of approx \$28 M for e'ship activities**
- **Faculty**
  - 18 FT; 5 endowed chairs (est. \$5 M *initial* endowment)
  - 1 adjunct
- **Executive Education**
  - Owner-President Management Program
  - Key Executives Program
  - Families in Business: From Generation to Generation
  - Strategic Finance for Smaller Business

# Harvard - HBS

## Student Development



- President's Entrepreneurial Leadership Internship Program
  - subsidizes students' wages
- HBS Business Plan Contest
- Entrepreneurship Club
  - Business Plan Contest
  - Entrepreneurship Conference
  - Harvard Entrepreneurship Learning Program
  - Owners, Presidents & Managers Conference
  - Turnaround Symposium
  - Young Presidents Organization Conference
- Venture Capital & Principal Investment Club
  - Annual Conference
  - Distinguished Speaker Series
  - Breakfast Series

# Harvard - HBS

## Intellectual Development

- HBS Entrepreneurship Conference
- Research Centers
  - California Resesarch Center - Palo Alto (est 1997)
  - Asia-Pacific Research Office - Hong Kong (est 1999)
  - Latin American Research Center - Buenos Aires (est 1999)
  - European Research Center to be established in Paris
- designed to facilitate faculty resesarch & casewriting in all disciplines in these regions; may work informaly with area universities
- staffed by local directors & research associate(s)
- Publications
  - Books
  - Over 60 journal articles
  - 200 + cases
  - *"New Business"*
  - *"Working Knowledge"*

# Harvard - HBS

## Intellectual Development - Books Published\*

- Amabile - *Creativity in Context*;
- Bowen - *Risk & Innovation: The Role & Importance of Small High-tech Companies in the U.S. Economy*;
- Cash - *Corporate Information Systems Management: Issues Facing Senior Executives*;
- Davis - *Generation to Generation: Life Cycles of the Family Business; The Influence of Life Stage on Father-Son Work Relationships in Family Companies*;
- Gompers - *The Venture Capital Revolution; The Venture Capital Cycle*;
- Koehn - *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell*
- Koehn - *The Power of Commerce: Economy & Governance in the First British Empire*;
- Kuemmerle - *In International Entrepreneurship*;
- Poorvu - *The Real Estate Challenge: Capitalizing on Change*;
- Roberts - *New Business Ventures & the Entrepreneur; The Entrepreneurial Venture*;
- Sahlman - *The Entrepreneurial Venture*;
- Stevenson - *New Business Ventures & the Entrepreneur; The Entrepreneurial Venture*;
- Do Lunch or Be Lunch: *The Power of Predictability in Creating Your Future*;
- Sull - *Strategic Transformation through Quality*

\* This is not an exhaustive list

# Harvard - HBS

## Courses Offered



- Core (required of *all* MBA students)
  - The Entrepreneurial Manager
- Finance Focus
  - Entrepreneurial Finance
  - International Entrepreneurial Finance
  - Venture Capital and Private Equity
- Technology Focus
  - Building E-Businesses
  - Managing Technology Ventures
  - Operating an E-Business
  - Running & Growing the Small Company
  - Starting Technology Ventures

# Harvard - HBS

## Courses Offered



### ■ Other\*

- Entrepreneurial Marketing
- Entrepreneurship in the Social Sector
- Entrepreneurship, Creativity, and Organization
- Managing Marketspace Businesses
- Negotiating New Ventures
- Legal Aspects of Entrepreneurship
- Professional Services
- Real Property Asset Management
- Starting New Ventures
- Women Building Business

\*Some of these courses can be applied to e'ship, but not focussing on e'ship issues, and were thus listed under other areas of study.



New York University - Stern School of Business

# New York University - Stern School of Business

- #13 on the FT Global MBA Rankings (1999)
- Degrees Offered
  - B.S.
  - MBA - Entrepreneurship & Innovation (introduced Sept 2000)
  - MS - Information Systems or Statistics & Operations Research
  - PhD
- Students
  - 2100 BS
  - 3708 MBA; 103 MS
  - 110 PhD
- Entrepreneurship Program
  - Noted fourth by Business Week (1999)
  - Ranked 12 by US News & World Report (2001)
- Berkeley Center for Entrepreneurial Studies

# New York University - Stern School of Business

## MBA in Entrepreneurship & Innovation



- Endowment - \$5M (Berkley Center)+ Chairs
- Students
  - 76% took at least one course in e'ship
- Faculty
  - 17 FT in E'ship and Innovation Department
- First entrepreneurship course offered in 1982;  
introduced the major / concentration in 2000
  - Core Course
  - Electives in Finance, Technology, & other specific areas
  - Three lab courses offered

# NYU/Stern Intellectual Development

## **Conducting Research in E'ship**

- Alan Afuah, Raghu Garud, Ari Ginsberg, Erik Larsen, Alessandro Lomi, Joshua Livnat, Vicki Morwitz, Eli Oftek, Peter L. Rousseau, Roy C. Smith, Richard Sylola, Christopher L. Tucci, Lawrence White,

## **Recent Publications in E'ship**

- European Management Journal, Explorations in Entrepreneurial History, Solomon Brothers Monograph Series in Finance & Economics, Rev. of Economics & Statistics,

## **Research Support**

- Research proposal funding
- Best Paper on E'ship Research Awards
- Faculty research support, doctoral research grants
- E'ship Career Data Project

## **Conferences**

- Conference Series
- Seminar series co-hosted with the Austrian Economics Program

## **Publications**

- Berkley Center Case Series, Working Papers Series
- Journal of Business Venturing

# NYU/Stern

## Student Development

### **Student Activities**

- Price Institute Fellowship
- Kauffman internship
- Career Management Series
- Entrepreneurs Exchange Inc; Entrepreneurial Exchange Group (undergrad)
- TANG
- Stern \$50K Business Plan Competition
- Urban Business Assistance Corp - to advise local companies

### **Ties to the Business**

#### **Community**

- Fall Entrepreneurial Retreat to match students with mentors
- Entrepreneurship Lunch-and-Learn Program
- Entrepreneur in Residence
- Internal Venturing Forum
- Entrepreneurial Skills Seminar Series
- Wireless Technology Forum
- Venture Capital Conference

# NYU/Stern: Courses Offered



## ■ Core

- Foundations of Entrepreneurship

## ■ Finance Focus

- Entrepreneurial Finance
- Venture Capital Financing
- Accounting, Tax & Legal Issues in Entrepreneurship
- Corporate Venturing
- Finance.Com

## ■ Technology Focus

- Technological Innovation & New Product Development
- Marketing of High Technology Products
- Electronic Commerce
- Telecommunications Economics & Digital Convergence

# NYU/Stern: Courses Offered



## ■ Other

- Managing the Growing Company
- Family Business Management
- Economic & Business History of the US
- Entrepreneurial Leadership: Patterns & Processes
- Global Perspectives on the History of Enterprise
- Managing Change
- Brand Planning for New & Existing Products
- The Business of Producing: E'ship in Entertainment & Media

## ■ Labs

- New Business Planning Practicum
- Business Incubation Practicum
- Field Studies in the New Economy

# New York University - Stern School of Business

## Berkley Center for Entrepreneurial Studies



### ■ Mission

- to be a global leader in research in entrepreneurship issues, innovation, economic growth & e'ship education ... research grants, conferences, working papers
- enhance e'ship study at Stern & enrich its menu of courses & extracurricular activities
- research:
  - management of entrepreneurial enterprise & the markets, infrastructure & institutions
  - public policy issues impacting entrepreneurial activity
  - entrepreneurial education



## Appendices

# Infrastructural Support

	Endowment for E'ship	Chairs in Entrepreneurship	Entrepreneurship Centres
Babson College	\$6.5 + est \$14 M for chairs	<ul style="list-style-type: none"> <li>- Paul T. Babson Prof. In Entrepreneurial Studies</li> <li>- Frederic C. Hamilton Chair for Free Enterprise Studies</li> <li>- Franklin W. Olin Distinguished Chair in E'ship</li> <li>- John H. Muller, Jr. Chair</li> <li>- Jeffrey A. Timmons Chair</li> <li>- Robert E. Weissman Prof. Of Entrepreneurial Practice</li> </ul>	Arthur M. Blank Center for E'ship
Boston College	❖	❖	❖
CUNY Baruch	\$4.5 M	<ul style="list-style-type: none"> <li>- Jonas Chair</li> <li>- - Field Chair</li> </ul>	<ul style="list-style-type: none"> <li>- Field Center for E'ship</li> <li>- Small Business Dev't Center</li> </ul>
Columbia	\$14.9 + \$16 M Lang Fund	<ul style="list-style-type: none"> <li>- Russell L. Carson Prof. Of Finance &amp; Economics</li> <li>- Lawrence D. Glaubinger Prof. of Business</li> <li>- Phillip Hettleman Prof of Bus.</li> <li>- Henry R. Kravis Prof of Bus. Leadership</li> <li>- David W. Zalaznick Associate Professorship of Business</li> </ul>	Lang Center for E'ship
Georgetown	❖	❖	❖
Harvard	\$28 M est + initial \$5 M for chairs	<ul style="list-style-type: none"> <li>- Sarofim-Rock Chair in Entrepreneurship (1982)</li> <li>- Class of 1954 Professor (1983) - current holder</li> <li>- Class of 1961 Professor of Management Practice - current holder</li> <li>- Dimitri V. d'Arbeloff - Class of 1955 Professor of Business Administration (1986)</li> <li>- Class of 1960 Professor</li> </ul>	- California Research Center
NYU	\$5M + 6 chairs	<ul style="list-style-type: none"> <li>- Price Professor of E'ship</li> <li>- Langone Prof of E'ship &amp; Finance</li> <li>- Rennert Chair in Ent. Finance</li> <li>- StratCom Prof of Mgmt</li> <li>- Imperatore Prof of Economics</li> <li>- Kauffman Prof. Of the History of Fin. Instit &amp; Markets</li> </ul>	- Berkley Center for Entrepreneurial Studies

# Information Sources

- Business Week “Notable B-School Entrepreneurship Programs”  
[www.businessweek.com/smallbiz/news/date/9904/f990416ar.htm?scriptFramed](http://www.businessweek.com/smallbiz/news/date/9904/f990416ar.htm?scriptFramed)
- Success Magazine “The 25 Best Business Schools” <http://successm.iserver.net/info/25bestschools.html>
- U.S. News and World Report [www.usnews.com/usnews/edu/beyond/gradrank/gbmbasp6.htm](http://www.usnews.com/usnews/edu/beyond/gradrank/gbmbasp6.htm)
- Babson College website
- Boston College Carroll School website
- CUNY Baruch website
- Columbia University GSM website; Columbia Entrepreneurship Update, Lang Center Report
- Georgetown McDonough website
- Harvard Business School website
- NYU Stern website; NYU Stern Berkley Center Annual Report
- CUNY/Zicklin School admissions materials
- Personal Interviews with
  - Prof. Ari Ginsberg, Director - Berkley Center, NYU Stern
  - Prof. Murray Low, Executive Director - Lang Center, Columbia Business School
  - Prof. Jeffrey Ringuest, Director of Graduate Curriculum & Research, Boston College - Carroll School
  - Prof. Edward Rogoff, Director - Field Center, CUNY Baruch
  - Prof. Elaine Romanelli, Georgetown, McDonough School
- Previous Studies for the European Foundation for Entrepreneurial Research
  - Entrepreneurship Education & its Funding: A Comparison Between Europe & the US (June 2000)