



Center for Entrepreneurship at Trinity University

**Center For
Entrepreneurship**

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Center For Entrepreneurship

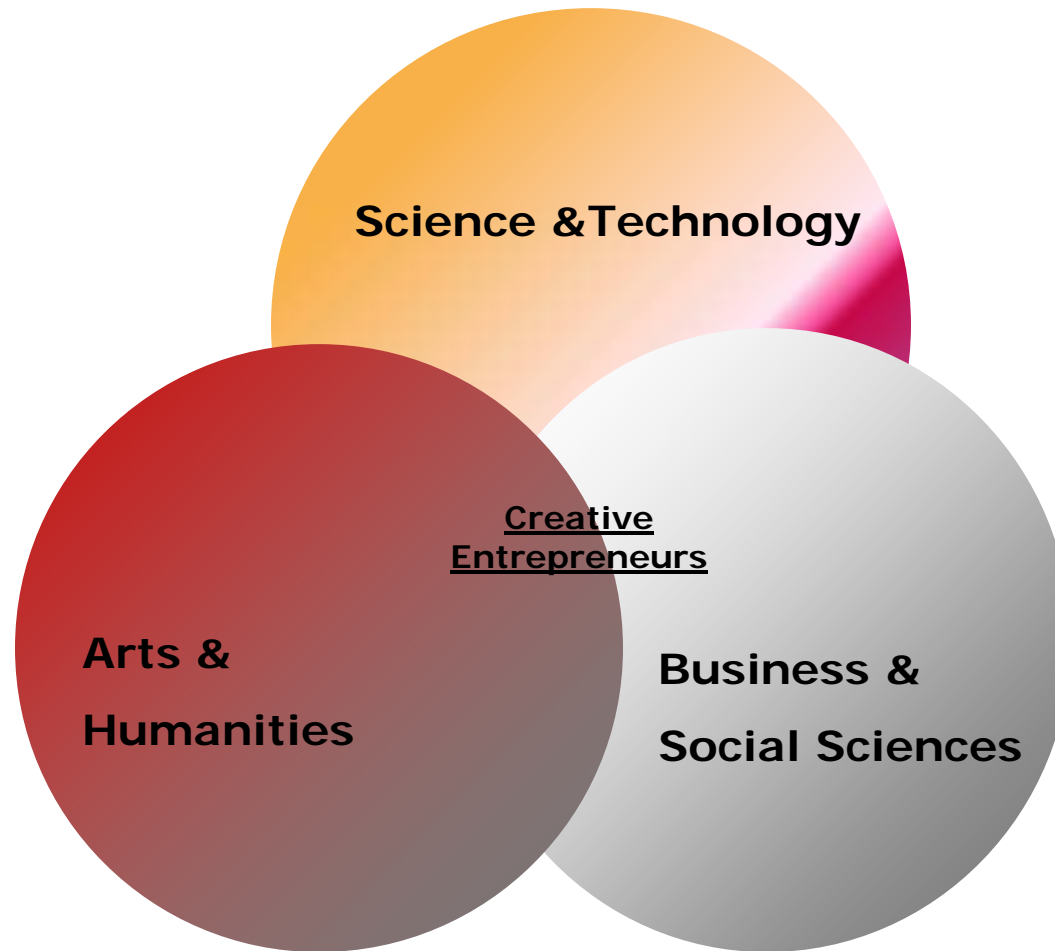
Mission

- **The mission of the Center for Entrepreneurship at Trinity is to cultivate, coordinate, and integrate Trinity's diverse resources for the development and application of more creative entrepreneurial behavior and achievement.**
- **This center builds on the overlap of three program clusters: arts and humanities, science and technology, and business and social sciences.**
- **The promising synergy of this integration motivates us toward more creative and visionary approaches to interdisciplinary solutions for our personal and social problems, thus creating value for the benefit of society and the environment.**



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*Synergy of Liberal Arts and Professional
Programs to Develop Creative Entrepreneurs* ₃



GOAL NO. 1: *Create a learning environment that fosters entrepreneurial activities among undergraduate students. This goal entails four specific objectives:*

- a) Develop entrepreneurial learning environment across Trinity campus.**
- b) Develop entrepreneurial living-learning community in residence halls.**
- c) Organize entrepreneurial seminars and workshops.**
- d) Provide advising and mentorship for student entrepreneurship teams (E-Teams).**



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GOAL NO. 2: *Build cross-disciplinary partnerships to develop and support entrepreneurship curriculum. This goal entails five specific objectives:*

- a) Develop a first year seminar course on “Creativity and Entrepreneurial Behavior.”**
- b) Develop cross-disciplinary entrepreneurship courses for common curriculum.**
- c) Develop cross-disciplinary capstone course.**
- d) Develop entrepreneurship student project teams.**
- e) Develop interdisciplinary entrepreneurship major and minor.**



GOAL NO.3: *Develop partnership with industry, government and community to promote entrepreneurial activities. This goal entails three specific objectives:*

- a) Develop corporate partners with local industry, foundations, museums and galleries, law firms, entrepreneurs and venture capitalists.**
- b) Develop partnership with government agencies such as Small Business Administration.**
- c) Develop partnership with San Antonio Chamber of Commerce, San Antonio Technology Initiatives and San Antonio Manufacturing Association.**



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Campus-wide Initiatives

Our campus-wide initiative on entrepreneurship activities stems from our mission, goals and objectives. It involves four different areas:

- (1) Curricular development**
- (2) Formation of student project teams (E-Team)**
- (3) Establishment of entrepreneurship living and learning environment in the residence halls, and**
- (4) Development of partnership with Trinity University Network of Entrepreneurs (TUNE) formed by a group of entrepreneurial Trinity Alumni.**



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Curricular Development

We have indentified a range of knowledge, skills and behaviors which cross disciplinary boundaries and are essential to become a successful entrepreneur. They include:

Creativity/Innovation

Design

Vision

Passion

Persuasion

Communication Skills

Decision making skills

Self-motivation

Team Building

Leadership

Strategies and Risk Taking

Customer Orientation

Business Planning

Business Skills & Language

Assessment

Professionalism



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To teach this knowledge, these skills and behaviors we are developing a series of cross disciplinary courses for the entrepreneurship program:

- 1. Creativity and Entrepreneurial Behavior**
- 2. Design, Creativity and Technology**
- 3. Financing Entrepreneurial Ventures**
- 4. Entrepreneurial Management**
- 5. Marketing for Entrepreneurs**
- 6. Entrepreneurial Venture Creation**



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1. Creativity and Entrepreneurial Behavior

FIRST YEAR SEMINAR

- **Creativity is described as breaking down prior assumptions and making new connections for new ideas.**
- **Entrepreneurial behavior is described as process, practices, and decision-making activities that lead to entrepreneurship.**

“The empires of the future are the empires of the mind”—Winston Churchill



Course Objectives

1. ***Awakening Creativity:*** To examine the concept of creativity, to elaborate the diverse creative processes, and to demonstrate creative behaviors.
2. ***Channeling Creativity through Design:*** To examine the concept of design, to elaborate how design channels creativity, and to demonstrate the process of designing.
3. ***The Entrepreneur Within:*** To learn the traits associated with entrepreneurs, to assess how each person relates to these characteristics, and to plot variations that can foster entrepreneurial potential.
4. ***Entrepreneurial Opportunity:*** To examine how context frames opportunity, to understand how one can relate to these contextual variations, and to demonstrate adaptive skills.
5. ***The Entrepreneurial Challenge:*** To develop E-Teams that will define a long-term project and create a plan of action.



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Awakening Creativity



- **“Tickle your Brain”**—A creative art exercise
- **“The Tiger Speaks”**—A conceptual and performance exercise
- **“Cacophony versus Harmony”**—Lessons from music
- **“Collage and Assemblage”**—Lessons from visual arts
- **“Motion and Mobility”**– Lessons from the performance arts



Channeling Creativity Through Design

- Creativity is the ability to see something in a new way, as if for the first time, and to articulate and communicate that insight.
- The designer is an interface. The designer is an explainer, the link between the thing and the user, between the company and the customer.
- Design to promote a framed idea.
- Framing a social issue through design:

The Tiger Speaks





The Entrepreneurial Opportunity

- **“From Mind To Market” – Getting Started: Identifications of Necessary Talents**
- **Creativity, Synergy, and Teams!**
- **Seizing the Opportunity!**
- **Timing is Everything!**
- **Marketing is Not Selling! – The Market Plan**
- **Money Makes the World go Around! – Entrepreneurial Finance**
- **Failing from Success! – Managing Rapid Growth**
- **The Elevator Pitch and Dynamic Presentations**
- **It All Comes Together – The Business Plan**



The Entrepreneurial Within

Each of us is a unique collection of qualities. Becoming better at dealing with our world requires that we recognize our distinctive constellation of qualities so that we can harness our strengths and control our weaknesses.

Students are required to review and summarize their personal entrepreneurial characteristics, assess strengths and weaknesses, and develop “The Entrepreneurial Mind” by crafting a “Personal Entrepreneurial Strategy”.



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2. Design, Creativity and Technology

Being creative is alone insufficient for the successful entrepreneur. One must also develop a persuasive structure to make the innovative idea attractive and defensible for those who will need to support it. Essentially, design can be defined as the human inclination to shape and make our environment in ways without precedent in nature, to serve our needs and give meaning to our lives. Design is an essential step in transforming creative ideas into a market place reality.

This course will focus on the use of design as a form of expression and communication of new ideas. This course will also emphasize the relationship of technology and design, and their applications in transforming ideas into creative products and services.



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3. Financing Entrepreneurial Ventures

New entrepreneurs must become knowledgeable about all financial aspects of new venture creation.

This course will cover various aspects of financing and operating an entrepreneurial venture. Major topics include attracting seed and growth capital from various sources, such as individuals, venture capital, investment banking, government and commercial banks. Among issues covered will be assigning value to a company going public, selling out, acquisitions, bankruptcy, appropriate legal structure and taxes.



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4. Entrepreneurial Management

This course will focus on the management of growing companies, especially the role of the chief executive officer, with an emphasis on entrepreneurial or opportunity-oriented management.

This course will help students develop insights into the strategic, control and operations functions important to a growing company. Subject matter will be organized around the following themes: measuring economic performance and obtaining information for management decision making; management control systems for innovative companies; short and long range planning, employee compensation, entity legal structure, partnerships, family businesses, employee ownership, and managing fast growing companies.



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5. Marketing for Entrepreneurs

Marketing for Entrepreneurs is a comprehensive course that teaches the student how to create a marketing plan for a new venture while taking into consideration all internal and external strategies. Internally, the key issues that will be addressed are developing, pricing, promoting and distributing products and the assessment of marketing performance. The external focus will be on macro economic market and competition analysis.



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6. Entrepreneurial Venture Creation

This will be the capstone course for students in our entrepreneurship program, a course in which all elements of the program are tied together.

In this course each E-team project group will develop a comprehensive “business” or operational plan for the entrepreneurial venture that they have been developing over the past three years. They will be required to defend their strategic “business” plan to a panel of investors. This course would incorporate wisdom, insight and experiences of successful entrepreneurs and explain the benefits and risks involved in their proposed entrepreneurship ventures.



E-Teams

One of the unique features of the Entrepreneurship program at Trinity is the formation of entrepreneurial student teams (E-Teams).

In the fall 2007 a diverse group of sixteen students were pre-selected to participate in our program. We launched our program with a first year seminar course: Creativity and Entrepreneurial Behavior. Five of the sixteen students are international students (Mexico, Vietnam, India, China and Bangladesh), and eleven others were from all over the USA. There were seven female and nine male students intending to major variously in science, engineering, business, humanities, and the arts. These sixteen students were divided into four interdisciplinary teams referred to as E-Teams.

We are encouraging E-team members to remain together throughout the four years of their Trinity education, but we will permit some changes to develop as needed. Each E-team receives a \$4,000 seed grant for their entrepreneurship ventures.



E-Teams

During the first year, E-teams will brainstorm, analyze and evaluate their creative ideas for potential entrepreneurship venture.

In the second year, E-teams will shape their creative ideas through design and develop a prototype of whatever they plan to advance.

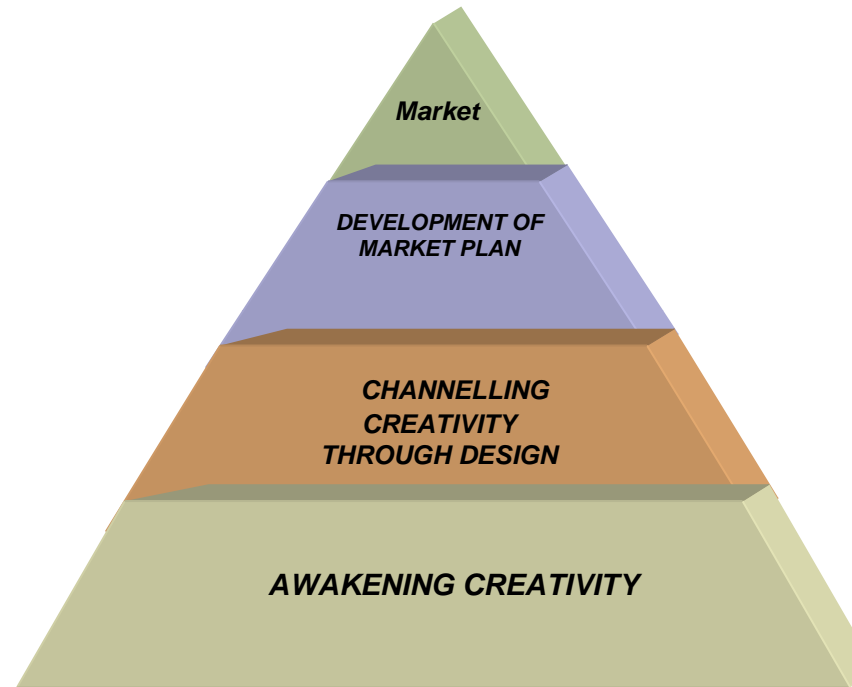
In the third year, they will develop a comprehensive “business” plan and seek funding from venture capitalists.

In the fourth year, E-teams will take their new product or services to the market and prepare to launch their entrepreneurship venture following graduation.



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Entrepreneurship Residence Halls

To create an entrepreneurial living-learning culture among students we have established an entrepreneurship residence hall. Sixteen first year students with significant gender, geographic, ethnic, cultural and disciplinary diversity lived in a designated wing of a Trinity residence hall.

This arrangement allowed students to interact with each other in a non-academic environment, hopefully accelerating the preparation for developing the student mindset of thinking creatively. Students were able to freely exchange their creative ideas and share their concerns. This residence-hall, living-learning arrangement has helped students to prepare mentally the possibilities of becoming an entrepreneur before he/she is boxed into a narrower viewpoint that education can unfortunately foster.



Partnerships and Networking

The Trinity University Network of Entrepreneurs (TUNE) is an independent support group of entrepreneurial Trinity Alumni.

Center for Entrepreneurship is building a close relationship with this newly developing TUNE network. Partnership with TUNE will help the Center to increase alumni involvement and expand alumni networks by bringing together students and entrepreneurial alumni. TUNE will help the center to organize entrepreneurship workshops, seminars and provide summer internships through the Entrepreneurial Internship Program (EIP).

TUNE will also help us by indentifying and nominating qualified alumni to the Center's External Advising Board.



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Conclusion

The creative entrepreneurship education at Trinity prepares students to face the dynamic challenges of professional life and engaged citizenship in our modern technologically oriented society.

Our program provides active interchange of creative ideas among arts, humanities, science, engineering, and business students.

The curriculum is designed to emphasize creativity and innovation as the foundation of entrepreneurial endeavors.

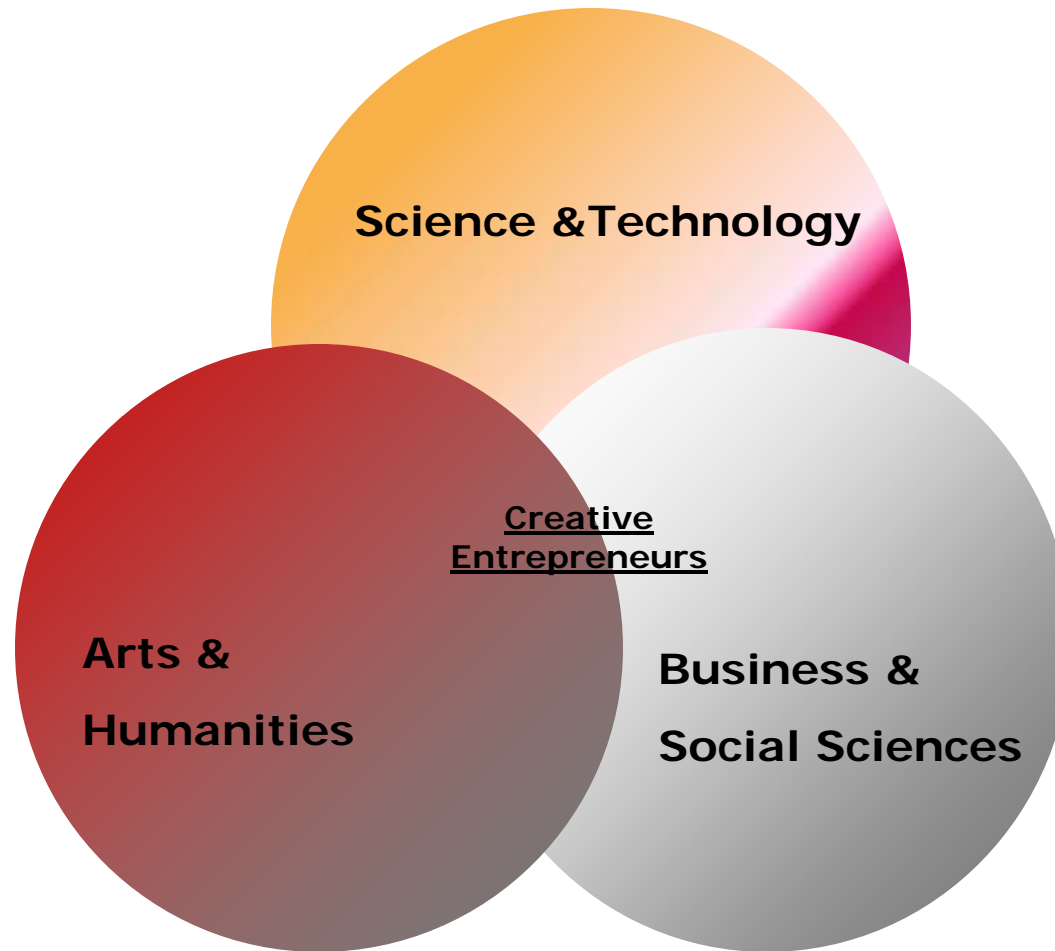
Integration of E-teams provides students opportunities to experience real challenges faced by practicing entrepreneurs.

At this time we have structured our thinking and initiated the first steps. Our concept for the Center has been endorsed by the university and made one of the leading initiatives of our current capital campaign.



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*Motivating Students to Create Extra-Ordinary
Things for Ordinary People*