

# UNDERGRADUATE ENTREPRENEURSHIP PROGRAM



**Santa Clara  
University**

**Center for Innovation  
and Entrepreneurship**



*Connect.  
Educate.  
Launch.*

A career in entrepreneurship has never held greater promise. Technology is driving globalization at an unprecedented rate. The pace of innovation is accelerating. Advancements in IT, biotech, cleantech and other sectors are creating opportunities for visionary entrepreneurs to solve problems on a global scale. Today more than ever, entrepreneurs enabled by technology hold the potential of changing the world for the benefit of humanity.

Located in the heart of Silicon Valley, Santa Clara University is at the global nexus of high technology industry, venture capital and entrepreneurial talent. Santa Clara plays a vital role in the economic health of Silicon Valley, currently enrolling 8,758 talented students from over 22 countries in our top-ranked undergraduate and graduate programs. In addition, Santa Clara supports a notable alumni network of over 70,000 members; more than 50% of whom live and work in the greater San Francisco Bay Area.

As a Jesuit University, Santa Clara educates leaders of competence, conscience and compassion who help fashion a more just, humane and sustainable world. For prospective students seeking to change the world, there is no better place to prepare for a career in entrepreneurship than at “the Jesuit University in Silicon Valley.”

Our undergraduate program offers a *comprehensive education in high technology entrepreneurship*, including:

**CERTIFICATE IN ENTREPRENEURSHIP:** This four-course program is open to all undergraduate majors. Courses include BUSN 145-Entrepreneurship Practicum, either BUSN 144-Bringing new Ideas to Market or MGMT 164 Entrepreneurship Management for Technology Ventures plus two approved electives.

**RESIDENTIAL LEARNING COMMUNITIES (RLC):** Facilitates the transition to University life for those new to campus and nurtures the interests of students already here. Students interested in entrepreneurship are advised to join the da Vinci RLC.

**STUDENT CLUB:** The Santa Clara Entrepreneur Organization (SCEO) provides a forum for networking and learning outside of the classroom.

**CIE SPEAKER SERIES:** An informative quarterly event featuring leading entrepreneurs sharing experiences and advice with the SCU community.

**MENTORSHIP:** Pairs students with experienced alumni entrepreneurs who serve as trusted career counselors.

**STARTUP INTERNSHIPS:** Opportunity to apply new entrepreneurial skills in Silicon Valley startups.

**BUSINESS PLAN COMPETITIONS:** Students compete head-to-head for cash prizes before a panel of venture capitalists in the BUSN 144 business plan competition, as well as several other regional competitions.

**OUTSTANDING STUDENT ENTREPRENEUR AWARD:** Most prestigious award for graduating undergraduate entrepreneurship students, recognizes achievement in the program and promise of future success.

**INCUBATOR:** Provides support for select student entrepreneurs.

**ECOUNCIL:** Opportunity to sit in on the start up process as entrepreneurs pitch to venture capitalists.

**STUDY ABROAD:** The Entrepreneurship Exchange Program with South Africa (EESA) is a life-changing experience, where students help and learn from disadvantaged entrepreneurs.

**GLOBAL ENTREPRENEUR WEEK NOVEMBER 16-21:** Join the millions of people in 70 countries embracing innovation, imagination and creativity by attending our informative weekday Noon brown bag seminars-sign up on the campus calendar.

~Continued on Reverse~

For additional details on the above, visit [www.scu.edu/cie](http://www.scu.edu/cie)



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## UNDERGRADUATE ENTREPRENEURSHIP PROGRAM SCHEDULING GUIDELINE

OPPORTUNITY	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR
<u>Certificate in Entrepreneurship:</u>				
BUSN 145 Entrepreneurship Practicum and <i>either</i>				
BUSN 144 Bringing New Ideas to Market <i>or</i> MGMT 164 Entrepreneurship for Technology Ventures				
<u>Plus 2 Approved Electives:</u>				
MGMT 170 International Management		MGMT 175 Managing A Family Business		
FNCE 141 New Venture Finance		FNCE 170 Business Valuation		
MKTG 187 Strategic Product Marketing		MKTG175 Internet Marketing		
MKTG 185 Sales Management		MKTG 165 Retail Channel Management		
MKTG 182 Market Analysis		ECON 172 Game Theory		
BIOE10* Intro to Bioengineering		BIOE 154* Intro to Biomechanics		
CENG/COEN/ELEN/MECH 196 Senior Design Project-Requires approval from the CIE Director				
(additional electives approved by CIE Director may also qualify)				
*Must be taken in conjunction with ENGR 90				
Santa Clara Entrepreneur Organization	Officer position/ Member	Officer position/ Member	Member	Member
Startup Internships	X	X	X	X
CIE Speaker Series	X	X	X	X
eCouncil			X	X
Mentorship			X	X
Global Entrepreneur Week 11/16-11/21	X	X	X	X
Study Abroad				
Outstanding Student Entrepreneur Award				X
Business Plan Competitions	X	X	X	X
Business Incubator				X

### ADVISORY BOARD

The Advisory Board helps guide the development of the CIE's strategic direction and assists with fundraising to sustain the Center's operations, providing the CIE with a 360 degree perspective of the Silicon Valley ecosystem by bringing together leading Santa Clara University faculty, entrepreneurs, venture capitalists, legal advisors, and corporate executives.

*"The program seemed the right way to explore the opportunity while gaining knowledge on how to go about the process of starting a company."*

-- Chaz Flexman, 2008

*"It's very inspiring and educational to see entrepreneurs who are building their dreams while we are thinking of our own."*

-- J. Rainer Telles, 2007