The Global Entrepreneurship Center
Florida International University and the Kauffman Campuses Initiative
Alan Carsrud

- Background: Kauffman Campus Initiative Overview:

Florida International University in Miami: Public Interest University

Began in 2002 with a Kauffman Campuses Initiative Grant

Global Ent Center (GEC) was started in 2003 with KCEN Grant for $50,000
Center, from the beginning, was designed as a joint project with College of Engineering,
Arts &Sciences, Engineering, and Business

- KCEN Grants given to research oriented universities from around the country. Mixture
of public and private universities, majority and minority oriented institutions. Every
school had established entrepreneurship centers.

- Grants would be given to schools with “out of the box” proposals. Proposal had to be
huge, ie make entrepreneurship available to every student on campus. Even if every
student didn’t actually use it, it had to be available.

- FIU was chosen for one of the grants in December; went from 1 faculty member and no
funding for entrepreneurship education, to 1 faculty and lots of money.

- Planning Grant Outcomes: went on a retreat with over 120 local business, community,
and university leaders. During the retreat, the team developed an overall strategy for e-
ship center, outlined projects and objectives for Institutes and Academy. They also began
forming a strategy to move e-ship all across the university, ie strong focus on cross-
disciplinary activities.

- Developed a marketing-branding strategy for the center and institutes developed.
Focused on building campus-wide network to support proposal, also making sure that
their outreach wasn’t just to the wealthy (side note: FIU’s county has the largest wealth
distribution in the nation, with the top 2% of the wealthiest Americans live in the same
county as the bottom percentages). FIU serves several communities of color, thus
marketing to all parties is important.

- Other Kauffman campuses include Howard university, U of Rochester, Wake Forest,
extc.

- E-ship Center Structure:
Institute for Technology Innovation  
Institute for Community Innovation  
Institute for Family Business  
E-ship Research Academy

- Grant allowed Center to launch a 36 million endowment campaign to fund the Institutes and E-ship academy, professor-directorships, scholarships, entrepreneur’s pavilion, lecture series, and more.

- New Faculty include: Dr. Paul Reynolds, Dr. Jerry Haar, Diane Silverman, Dr. Richard Cardosa, Marc Bell, and more.

- Asking for Tech incubator, received lecturers and more since receiving the gift

- Community Innovation since the gift: ICI applies for 1 mil grant for training non profit e-ship in community orgs. Hosting the national foundation for teach entrepreneurship in Latin American countries

- Family Business gifts and awards have improved as well since the gift

Research changes since Award:

- South Florida E-ship Index to see what are the businesses in different geographies. Asking the state of Florida to create a similar index

- Developed Grad E-ship Courses (Starting and Managing your professional company, Entrepreneurial Finance)
- Undergrad e ship minor in Bio and Physics

- Can’t get an engineering degree w/o 2 eship courses

- New Pino Center developed to be endowed and permanent from a gift from Pino, local Entrepreneur

- Pino Center (more in 2004-5): Campus-wide E-ship Awareness Project, expand workshops on IDEA to engineering & sciences, Kauffman Development grants for individual faculty, incubators, culture projects, etc

- How to balance quantity (# of students reached) and quality? Approach is to say, “e-ship ed is here if you want to be involved.” Business plan competitions, e-ship clubs, the point is to really build awareness and use good faculty.

www.entrepreneurship.fiu.edu

Cross-Campus Initiatives at MIT
MIT Entrepreneurship Center
Robert Ayan, Jose Pacheco, Daniel Riskin


- 4000 Companies started, employing 1.1 million people (all companies started by MIT grads 10 years ago)

- Serve MBA program, but also move to other schools across campus

- Goals of Cross Campus Initiatives:
  Informational Role: Make students aware of resources
  Inter Disc education
  Broaden Networks
  Providing the foundations for entrepreneurial activity
  Supporting academic research

- Strategies include Outreach and Marketing: Collaborate with other centers on campus and provide joint support for their ally’s initiatives

  Talk to incoming class to introduce curriculum, programs, and events, and have luncheons with incoming MBA

  Find funding and sponsors for individual student groups that need funding, offer other resources: sponsorship, food, space, and network

  Use students to market to other students, cross list courses across schools to invite other departments, also reserve seats for students from other departments, and publicize this fact

  - Other strategies include going vertical—high tech or bio tech for example. Also set metrics, targets, and brand, market, and promote initiatives. Also invite faculty from other schools to teach and help run programs.

  - E-lab class is very popular—1 engineer and 3 MBAs, “Solve a problem that is keeping the CEO awake at night”. Paired with a company

  - Characteristics of the MIT Curriculum: focus on vertical strategy, project based work that promotes interdisciplinary education, team building exercise, defined ration of students from each school, lots of networking, viral marketing courses.

  - Programs and Events: student clubs within b-school that focus on verticals

  - Center also focuses on supporting groups outside of Sloan, such as grad student groups in engineering disciplines, science & engineering business club academic affinity groups, etc.
- Also partner with centers across campus, International initiatives, externships, global startup workshop

- host other events across campus: celebration of bio tech, CEO receptions, etc.

- There has to be collaboration from all sides- community, education, etc.

- International network of projects: Cambridge0MIT Institute, University of Cambridge, Higher Colleges of Technology (in UAE)

- MIT $50K: Entrepreneurship Competition under the engineering school, entirely student run

  B-plans are judged by a panel of experienced entrepreneurs, VCs, and legal and accounting professionals

  - has created 70 firms and over 1800 jobs, $175 in VC investments, market cap ranged from 2.2-20 billion

  - entrants include MIT graduate and UG students, faculty, etc

  - competitions bring together academic side along with business school, and others from various schools

**Technological Innovation Generating Economic Results (TI:Ger)**

*Marie Thursby*

Cross-University Grad Program in Technology Entrepreneurship

- Law Students @ Emory, MBAs and Engineering student from GA Tech

Industry Survey on PhD graduates showed that they “needed improvement” in management skills, communication skills, and teamwork skills

- Top 5 problems with engineers all have to do with business management

- Comprehensive Goal to teach business management skills to S&T grads, and teach Law and MBA’s how to communicate with S&T folks.

All graduates with skills and entrepreneurial perspective needed to succeed in innovation related careers

  Business and legal issues awareness
  Communication and team skills
  Etc
Want MBA’s an JDs to do their dissertation on S&T topics

- Target of TI:GER is grad students, engineering grads come in the program typically come in their 3rd year. MBAs come in their first year, JDs come in at different points depending on the Emory program (courses and pre reqs), but typically start their 2nd year

- Everything is team taught—finance, strategy, engineering, law, etc

- Requirements differ depending on which department you come from. Special topics in the second year.

Unique Team experience: All the assignments are given in the context of the students’ research. Integrated research AND management and legal issues

- Currently 19 PhDs, 16 MBAs, 30 JD students

Keys to Collaboration Success and Challenges:

- Internal Buy in: Faculty are supportive, supplying students and participation, also giving course credit
External support: industry business partners, private foundations, government grants, etc. Also have an industry advisory council, they’ve made a huge positive difference

- Challenges include distance, schedules, time commitment of faculty, credit toward teaching load, school cultures—research means something different in JD, PhD, and MBA schools.

PhDs want to know how to get from A-B-C, MBAs only care about C and what its worth, JDs care about the precedent for C.