Whitman
Syracuse University
USASBE Model Program Award 2018
Overview

PROGRAM HIGHLIGHTS | CUTTING EDGE EDUCATION | SUSTAINABILITY OVER TIME
PROGRAM HIGHLIGHTS
Dedication to Entrepreneurship Excellence

25 YEAR OLD PROGRAM

DEDICATED ACADEMIC DEPARTMENT

UNIVERSITY-WIDE COMMITMENT
EEE Undergraduate Education

Community Outreach

Academic Rigor

Experiential Learning
EEE Undergraduate Education

266
EEE MAJORS

150
EEE MINORS
(11 schools on campus represented)

3,020
UNDERGRADS TAUGHT
Undergraduate Program

CIE LEARNING COMMUNITY
In Unique Dorm
50 FIRST YEAR STUDENTS
Explore & celebrate entrepreneurship & innovation

INTRO TO ENTREPRENEURSHIP
Cornerstone course
840 STUDENTS
80% NON-MANAGEMENT
Applied focus on basics of entrepreneurship

ENTREPRENEURIAL & STRATEGIC MANAGEMENT
Capstone course for ALL management majors
The EEE Team consists of 13 full-time faculty members:

- 4 Professors of Practice: Combined 95 years of entrepreneurial experience
- 9 Tenured or Tenure Track Professors:
  - 3 Endowed Chairs
  - 2 named professors
  - 1 Vice Chancellor

Additional highlights include:

- Meredith Professors
- Fortune Insiders
- Fulbright Specialists
- School-wide teaching & research award winners
- Impress Leaders
- CNBC Disruptor Advisors
EEE Team

67 OTHER STAFF & FACULTY

- 8 FULL-TIME STAFF
  as part of Falcone Center team

- 13 PART-TIME ADJUNCT INSTRUCTORS

- 11 INDUSTRY MENTORS
  in Couri Hatchery
  + 23 alumni (virtual) mentors

- 12 EEE PARTNERS
  at other schools on campus
Performance Metrics

100% PLACEMENT FOR UNDERGRADS

TOP RANKED TEACHING EVALUATIONS

160 STUDENT VENTURES RAISING OVER $3M

HEAVILY ENGAGED ALUMNI
Performance Metrics

70 Alumni Startups in Last 5 Years | 2 Alumni on Inc. 5000 List

Alumni Work as VC’s, Execs in High-Growth Startups

nest  magic Leap
Media Coverage

- Inc.
- FORTUNE
- THE HUFFINGTON POST
CUTTING EDGE
EDUCATION
**NEW VENTURE TRACK**

*How to start and run a new independent company.*

- Opportunity recognition and creative idea generation skills
- Feasibility analysis of an opportunity to support a new business
- Transforming a business idea into a sustainable business model
- Understanding of resource and legal needs of a new venture

**SOCIAL TRACK**

*How to start and/or manage a socially-oriented company.*

- Appreciating challenges of social entrepreneurship
- Opportunity recognition related to creating new value in social purpose organizations
- Evaluating differing social needs and developing sustainable enterprises to match these needs

**CORPORATE TRACK**

*How to entrepreneurially manage and grow an existing company.*

- Recognition of importance of corporate entrepreneurship (CE) for firm performance
- How to organize and structure companies to promote CE and growth
- Identify creative ways to overcome organizational obstacles to CE
- Management of people in innovation

**FAMILY BUSINESS TRACK**

*How to entrepreneurially manage a family firm.*

- Identify most important challenges facing family firms
- How to manage sensitive communication, conflict, and relationship issues in both business and family
- Understanding of legal and financial concerns facing family firms
- Recognize how to maintain entrepreneurial spirit across generations
New Course Offerings

**NEW VENTURE TRACK**
- Entrepreneurial Exits & Transitions
- Entrepreneurship Launchpad

**SOCIAL TRACK**
- Social Entrepreneurship
- Sustainable Enterprise

**CORPORATE TRACK**
- Corporate Entrepreneurship
- Entrepreneurial Turnarounds

**FAMILY BUSINESS TRACK**
- Entrepreneurial Family Business Management
- Advanced topics in FBM
Falcone Center

COURI HATCHERY
On-campus student incubator

160 STUDENT COMPANIES

STUDENT CLUBS
E-Club
Whitman Women in Business
Family Business Consulting Club
Focus on Military Veterans

5,000+ JOBS CREATED

$400M+ IN REVENUES

10 CAMPUSES AROUND THE COUNTRY
### Student Competitions

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<thead>
<tr>
<th>Competition</th>
<th>Prize</th>
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<tr>
<td>$45,000 PANASCI BUSINESS PLAN COMPETITION</td>
<td>$45,000</td>
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<tr>
<td>$20,000 ORANGE TANK COMPETITION</td>
<td>$20,000</td>
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<tr>
<td>$2,000 CAPSTONE COMPETITION</td>
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<td>$100,000 COMPETE CNY</td>
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<td>$10,000 WHITMAN CNY</td>
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**Presence at Other Regional & National Competitions**

- ACC INNOVATION CHALLENGE
- FAMILY ENTERPRISE CASE COMPETITION (UVM)
SUSTAINABILITY OVER TIME
Academic Impact

20+ Editorial Board Positions

30+ Publications

3 Doctoral Consortia (AOM, Babson, GEM)

Research Translation in Popular Press

Inc. Entrepreneur Magazine THE HUFFINGTON POST FORTUNE Forbes THE WALL STREET JOURNAL
Financial Support

**Naming Gifts**
- D’Aniello program
- Couri Hatchery
- Falcone Center

**Alumni Gifts for Endowed Chairs**
(Witting, Berg, Bantle) & named professorships (Barnes, Hill)

**Research Foundations**
- SBA and other governmental funding for research & outreach

**Alumni Support**
- for Orange Tank, other programs and events

**Orange Entrepreneur of the Year**

$100,000 additional alumni gifts per year
External Recognition

RANKED #1 for VETERANS
BY USA TODAY/COLLEGE FACTUAL

RANKED #2
OVERALL
BY USA TODAY/COLLEGE FACTUAL

2016

TOP 20 RANKINGS BY PRINCETON REVIEW/ENTREPRENEUR MAGAZINE,
US NEWS & WORLD REPORT
External Recognition

DINAH ADKINS
INCUBATOR OF THE YEAR from National Business Incubator Association

AWARD OF EXCELLENCE FOR OUTSTANDING PROGRAM
Performance And Achievement and Dedication to the Entrepreneurs of New York State

WOMEN’S BUSINESS CENTER OF EXCELLENCE AWARD from SBA

AACSB INTERNATIONAL
Recognition for Leading the Way in Entrepreneurial Education
Differentiators

- Feasible & World-Class Over 20 Years
- Growth & Innovation Focused Across Past 10 Years
- Innovative Tracks with Career Outcomes
- Focus on Military Veterans
- Combination of Research, Teaching, & Outreach
- Cross-Campus Commitment

National Recognition Across All Parts of the Program