



ISU PAPPAJOHNS CENTER FOR ENTREPRENEURSHIP

Adding Business Insight to Innovation

EXPERIENCE BASED LEARNING LABORATORIES

The ISU Pappajohn Center for Entrepreneurship is committed to working with students to help them develop entrepreneurial skills and to provide a support structure that encourages new business creation in their futures. The Center provides:

- Exposure to entrepreneurship through programs, speakers, and outreach opportunities;
- Education in entrepreneurship in both formal and informal environments;
- Experience in entrepreneurship through learning laboratories and employment or internship opportunities.

The Center provides students a range of experience-based learning opportunities to choose from. The Business Labs provide a structured environment where students solve real business problems. Internships and independent study courses are offered for students wishing to immerse themselves in the start up experience. Each of the venues share core goals for the student experience:

- Demands of a startup/early stage company or product;
- Expectation of the production of value for the customer;
- Experience with the interaction of technology and the marketplace;
- Achieving time sensitive goals in multi-disciplinary teams.

The Center currently offers three formal learning laboratories for students:

Business Analysis Laboratory: In the Business Analysis Lab, multidisciplinary teams of students, assisted by faculty and business people, have applied their education to solve real world business situations, in particular for 3M, who initially funded the lab. Student projects may include analyzing process flow inefficiencies in a plant facility, assessing the market opportunity of a new consumer product, or analyzing trends in worldwide competition. The Lab is a partnership effort among the College of Business, the College of Engineering, and the College of Education Industrial Technology Department.

New Venture Laboratory: In the New Venture Lab, students perform market assessment and research activities in support of a number of technology business start-ups. Additionally, students mine the University's intellectual property base to identify new market opportunities. Student projects may consist of compiling market and industry data, writing business plans for technology companies, working with clients on developing and implementing market surveys, or a number of projects investigating the commercial potential of intellectual property created within the university.

Software Development Laboratory: Led by start-up company Atanasoft, the new Software Lab supports a variety of development projects both within and outside the University. Students pursuing Computer Science, Management Information Systems, and Computer Engineering degrees work together in this team-oriented laboratory environment. Student projects include development of company products and customized software solutions for specific customers.

Reiman Scholars in Entrepreneurship Internship Program

ISU Pappajohn Center for Entrepreneurship

The Iowa State University Pappajohn Center for Entrepreneurship offers a unique internship opportunity for entrepreneurial-minded students. The program is designed for students who have a strong and demonstrated interest in entrepreneurship and in working in an entrepreneurial environment. The Reiman Scholars in Entrepreneurship is our cornerstone experience-based learning program. The Kauffman Entrepreneur Internship Program and the Madolyn Johnson Entrepreneur Scholars Program have helped to expand internship opportunities for ISU students.

Reiman Scholars in Entrepreneurship

Funding for the Reiman Scholars in Entrepreneurship was made possible through a gift from Roy Reiman, ISU Alum, and his wife, Bobbi. This is the fourth year that the Pappajohn Center has offered this program.

Kauffman Entrepreneur Internship Program

The Kauffman Center for Entrepreneurial Leadership (KEIP) funded Iowa State's original entrepreneurship internship program in 1997. They have since continued funding for programs in 1998 and in 2000-02.

Madolyn Johnson Entrepreneur Scholars Program

The Madolyn Johnson Entrepreneur Internship Program was established in 2002 through a gift to the Center from ISU grad Madolyn Johnson, founder and president of The Homemaker's Idea Company.

Internship Experience:

Internships involve a short training period with Center staff and partner organizations to learn basic skills in:

- Business Plans
- Financing a Business and Cash Flow
- Marketing Research
- Intellectual Property

Following a brief training period, interns are placed in actual start-up companies for the internship experience. In the start-up company, interns are exposed to a broad range of company management, product development, and marketing aspects of the business.

Interns are required to prepare a written report and give an oral presentation at a closing program outlining the lessons learned and experiences gained during the internship experience at a closing program.

General Information:

- Fall and spring interns work up to 20 hours per week and complete 160 hours of service during the employment period.
- Summer interns work 40 hours per week and complete 400 hours of service during the employment period.
- Interns become employees of the ISU Pappajohn Center and are paid bi-weekly throughout the course of the program.

Reiman Student Intern Eligibility:

- Students must be currently enrolled as a full time undergraduate or graduate student at Iowa State University, in any major, and of junior, senior, or graduate status while serving in an internship.
- Students may not be employed by ISU (including assistantships) or any other company during the internship period.



To Apply, Contact:

ISU Pappajohn Center for Entrepreneurship 2501 North Loop Dr, Suite 1615, Ames, Iowa 50010

Telephone: 515/296-6532, Fax: 515/296-6714 Email: eyles@iastate.edu Web: www.isupjcenter.org

ENTREPRENEURIAL STUDIES

2001 - 2003

Undergraduate Minor Business and Non-Business Majors

Purpose: The purpose of this undergraduate minor is to educate students at Iowa State University about entrepreneurship - the starting of new business ventures. As a minor, it serves to complement the student's major area of study, whether it be electrical engineering, horticulture, textiles and clothing, or veterinary medicine, by offering a means of putting theory and science into practice. The goal of Entrepreneurial Studies is to provide the knowledge and skills needed to start and grow new ventures. In addition to feasibility analysis and business planning, the minor deals with the topics of innovation, technology transfer, industry analysis, and competitive strategy. Although the minor introduces some fundamental concepts from accounting, finance, marketing, and management, it does not attempt to substitute for any business courses in these areas.

Supervisory Committee: Howard VanAuken, Chair (Bus), Kate Schwennsen (Design), Donald Draper (Vet Med), Eric Hoiberg (Ag), Mary Littrell (FCS), Roger Smith (Education), Pat Patterson (Eng), and Peter Orazem (LAS).

Advisors

Business: Advisors in 204 Carver Hall, 294-8300 (undergrad@iastate.edu)

Agriculture: Paula Teig, 23 Curtiss, 294-4548 (pteig@iastate.edu)

Design: Michelle Rasmussen, 297 Design, 294-0732 (mrasmuss@iastate.edu)

Education: Roger Smith, 114 Industrial Education II, 294-1033 (rasmith@iastate.edu)

Engineering: Mary Goodwin, 110A Marston, 294-1673 (goodwinm@iastate.edu)

Family & Consumer Science: Mary Littrell, 1058 LeBaron, 294-5284 (mlittrel@iastate.edu)

Liberal Arts & Sciences: Peter Orazem, 267 Heady, 294-8656 (pfo@iastate.edu)

Veterinary Medicine: Melinda Schminke, 2526 Vet Med, 294-0772 (schminke@iastate.edu)

Minor Requirements: 15 hours – The minor must include at least 9 credits that are not used to meet any other departmental, college, or university requirement. At least six of the credits must be taken at Iowa State University in courses numbered 300 or above.

Required Courses (6 credit hours)

Mgmt 310 **Entrepreneurship and Innovation** (3 credits)
Prerequisite: Junior Classification

Review of the entrepreneurial process with emphasis on starting a new business. How to analyze opportunities, develop an innovative product, organize, finance, market, launch, and manage a new venture. Deals with the role of the entrepreneur and the importance of the business plan. Speakers and field project.

Mgmt 313 **Feasibility Analysis and Business Planning** (3 credits) [Prior to Spring 2002, Business majors required to take Mgmt 413]
Prerequisite: Mgmt 310.

Developing an idea for a new business venture, conducting a feasibility study, researching the potential market, analyzing the competition, and writing a formal business plan. Basic business functions are discussed in terms of their application to writing a business plan for an entrepreneurial venture.

Electives (9 credits): Take additional credit hours from the approved list (located on back) recommended by Entrepreneurial Studies Supervisory Committee. Check the latest ISU catalogue for course descriptions and prerequisites.

(Continued on back)

ENTREPRENEURIAL STUDIES CHOICE LIST

In consultation with your advisor, please select 9 credits from the following list.

<u>Business Planning</u>	<u>Applied Sciences</u>	<u>Social Entrepreneurship</u>
Acct 215: Business Law	A Ecl 440: Fishery Mgmt	CRP 355: Community Econ. Dev
Acct 285: Managerial Accounting	AgEds 450: Farm Mgmt & Oper.	H S 110: Personal & Consumer Health
Advrt 230: Advrt. Principles	Agron 212: Grain & Forage Crop Mgmt	H S 310: Community & Public Health
Advrt 301: Strat Plan for Adv/Public Relations	Agron 360: Environmental Soil Science	H S 430: Community Health Program Development
AgEdS 311: Presentation & Sales Strategies	An S 353: Animal Breeding Program Design	Pol S 547: Political Leadership & Elites.
Econ 330: Farm Bus. Mgmt	An S 415: Equine Systems Mgmt	Soc 380: Sociology of Work
Econ 335: Agricultural Markets	An S 423: Poultry Systems Mgmt	Soc 415: Sociology of Tech.
Econ 336: Agricultural Selling	An S 424: Companion Animal Systems Mgmt	Soc 542: Rural Development
Econ 338: Intro. To Ag Marketing	An S 425: Swine Systems Mgmt	
Econ 430: Adv. Farm Bus. Mgmt	An S 426: Beef Cattle System Mgmt	
Econ 432: Agribusiness Mgmt	An S 429: Sheep Systems Mgmt	
Econ 451: Agribusiness Law	An S 434: Dairy Systems Mgmt	
Econ 466: Agribusiness Finance	For 452: Forest Ecosystem Mgmt	
ExSp 352: Sport Facility & Event Mgmt	Hort 332: Greenhouse & Controlled Environments	<u>Training & Communications</u>
ExSp 435: Sport Bus & Fin	Hort 344: Landscape Horticulture	CI 409: Prin. & Practices of Flex & Dist. Education
ExSp 541: Sport Mkt. & Promo.	Hort 351: Turfgrass Establishment and Mgmt.	Engl 309: Report & Proposal Writing
Ex Sp 542: Sport Business	Hort 434: Greenhouse Crop Prod. I	Eng 314: Technical Communication
ExSp 545: Sports Law	Hort 435: Greenhouse Crop Prod. II	Engl 586: Professional Writing
Fin 301: Principles of Finance	Hort 442: Nursery Crop Production	I Tec 202: Intro to Train. & Dev. In Industry and Business
Fin 371: Real Estate Principles	Hort 451: Prof. Turfgrass Mgmt.	I Tec 270: Principles of Injury Prevention
HRI 440: Hospitality Marketing	Hort 461: Fruit & Nut Crop Prod.	I Tec 504: Principles of Training & Dev.
I Tec 360: Total Quality I Improvement	Hort 471: Vegetable Crop Prod	I Tec 506: Facilitating Change Through Training and Development
I Tec 502: Adv. Design & Manufacturing	V Med 409: Mgmt Pathways in Vet Med.	JL MC 449: Adv. Print Media Editing
Mgmt 370: Mgmt of Organizations	V Med 414: Veterinary Practice	Sp Ed 565: Role of the Consultant
Mgmt 471: Personnel & HR Mgmt	VDPAM 411: Prod. Animal Medicine	
MIS 330: Mgmt Info. Systems	VDPAM 436: Beef Records Analysis	<u>Arts</u>
Mkt 340: Principles of Marketing	VDPAM 437: Invest. Tech. In Dairy Prod. Med.	Arch 482/582: Professional Practice
Soc 420: Complex Organizations	VDPAM 438: Milk Quality in Dairy Prod. Med.	Arch 528K: Topical Studies - Practice
TC/HdFs/	VDPAM 439: Nutrition in Dairy Prod. Med.	ArtGr 474: Exhibition Design
HRI 374: Entrepreneurship in FCS	VDPAM 478: Intro to Swine Prod. Med.	ArtGr 481: Graphic Design Prof. Practice
TrLog 360: Business Logistics	VDPAM 479: Nutri in Dairy Prod. Med.	ArtID 461: Interior Design Prof. Practice
	VDPAM 480: Adv. Swine Prod. Med.	CRP 475: Urban Planning & Mgmt
	VDPAM 481: Intro To Swine Prod. Med.	CRP 484: Sustainable Communities
<u>Engineering & Technology</u>	VDPAM 482: Beef Prod. Med. Preceptorship	Dsn S/
IE 305: Engineering Economic Analysis	VDPAM 483: Adv. Beef Prod. Med.	LA 129: Intro to Creativity
IE 408: Interdisciplinary Problem Solving	VDPAM 484: Intro. To Dairy Prod. Med	LA 441: Professional Practice
IE 409: Interdisciplinary Systems Effectiveness	VDPAM 485: Dairy Prod. Med. Preceptorship	
Con E 220: Construction Mgmt		
Con E 221: Contractor Org. & Mgmt. of Construction		
Con E 421: Construction Estimating		
Com S 309: Software Develop Practices		

- 1.) Internship-credit awarded by your college may be included in the minor, provided entrepreneurial business is a focus of the experience.
- 2.) Some study abroad programs with an Entrepreneurship focus (maximum of 3 credits) may be used as choice course with supervisory committee approval.
- 3.) For permission to include other courses in the minor, contact the Entrepreneurial Studies minor advisor in your college. The advisor will forward your request to the Supervisory Committee for approval.