

WILLIAMS COLLEGE OF BUSINESS

ENTREPRENEURIAL STUDIES

XAVIER UNIVERSITY: A JESUIT, CATHOLIC UNIVERSITY IN CINCINNATI, OHIO



ENTREPRENEURSHIP IS THE STUDY of those individuals in our economy who identify new product or service opportunities, and develop workable plans for capitalizing on these opportunities. These entrepreneurs often assume personal risk while taking the initiative to create and then manage new or expanded enterprises. Xavier is ranked one of the top 25 entrepreneurial campuses in the nation by *Princeton Review*.

By studying entrepreneurship, you will:

- ▶ **Learn** to recognize and capitalize on new venture opportunities, and creatively solve problems in all types of organizations.
- ▶ **Examine** the personal, ethical, marketing, financial and operational factors relevant to success or failure.
- ▶ **Assist and transfer** knowledge to small businesses in the community.
- ▶ **Build** a solid portfolio of skills and accomplishments through real-world projects.
- ▶ **Develop** your mindset and way of thinking about business problems and opportunities.
- ▶ **Understand** how to create and manage innovation.
- ▶ **Be prepared** to start your own business based on a viable business model.

THE PROGRAM

The Department of Management and Entrepreneurship offers the Bachelor of Science in Business Administration (BSBA) in Entrepreneurial Studies. Also offered is a minor in entrepreneurship.

In addition to traditional studies, majors in entrepreneurial studies:

- ▶ Get practical experience through internships, earning competitive wages and academic credit while gaining relevant work experience at leading firms.
- ▶ Join the Entrepreneurship Club, whose number one focus is starting student-run businesses. The club brings local entrepreneurs to campus for networking and discussion, and also seeks to introduce students to entrepreneurs in the community. Students also actively participate in club operations and hosted events.
- ▶ Get matched with an Executive Mentor, who works with the student for his or her four years at Xavier to provide professional guidance, networking support and career connections. Xavier is one of the first schools in the nation to offer this type of mentor program.

OUTCOMES

For the graduating class of 2008, 95 percent of Williams College of Business (WCB) graduates and 90 percent of entrepreneurial studies graduates were either employed full-time or enrolled in a graduate program within 90 days of graduation. Average starting salary for 2008 entrepreneurial studies graduates: \$36,000.

Graduates in entrepreneurial studies are prepared for careers in four key areas:

- ▶ **Existing family businesses**, which require progressive leadership and management skills.

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KEY ACHIEVEMENTS

WILLIAMS COLLEGE OF BUSINESS

Nationally recognized for providing outstanding business education to undergraduates and graduate students, the Williams College of Business (WCB) continues to earn top rankings and major distinctions, including the following in 2009-2010 for its undergraduate program.

- ▶ Ranked by *BusinessWeek*:
 - ▶ **69th** best undergraduate program in the nation
 - ▶ **4th** nationally for the undergraduate sustainability program
 - ▶ **7th** nationally for the corporate strategy undergraduate program
 - ▶ **8th** in the nation for the financial management undergraduate program
- ▶ Ranked by *Princeton Review*:
 - ▶ **One** of America's best business schools in the nation
 - ▶ **24th** most entrepreneurial campus in the nation

The WCB is accredited by the Association to Advance Collegiate Schools of Business (AACSB), an international organization. Only 450 out of 2,000 business schools worldwide have achieved this distinction.

In 2010, the WCB will be housed in a brand-new building on Xavier's campus. The facility will feature the latest learning resources, with such amenities as a stock ticker board, to provide real-world experience to fully prepare students for the business world in the United States and around the globe.

OUTCOMES [cont.]

- ▶ **Corporate "entrepreneurial" settings**, which involve the evaluation and pursuit of potential acquisition or merger candidates, the development of innovative programs within existing business lines, or championing new corporate directions.
- ▶ **New businesses**, which can mean either the acquisition of an existing business or franchise, or the start-up of a completely new venture.
- ▶ **Small business consulting**, which involves building on a broad base of business and interpersonal skills.

More than 50 percent of recent Xavier entrepreneurship graduates have started their own businesses or entered family businesses. Other entrepreneurship graduates have been employed in positions such as the following:

- ▶ Assistant brand manager, Procter & Gamble
- ▶ Business banker, PNC Bank
- ▶ Finance specialist, Colorado Housing and Finance Authority
- ▶ President/CEO, FootStool Properties

Entrepreneurship majors also may choose to continue on to graduate study at prestigious institutions around the country.

REQUIREMENTS

▶ **Core Curriculum:** 64 credit hours [For further details, see page 3.]

▶ **Business Core:** 42 hours. At least half of the 42 total credit hours must be taken at Xavier. Business Core courses include:

ACCT 200	Introductory Financial Accounting
ACCT 201	Introductory Managerial Accounting
BLAW 300	Legal Environment
ECON 200	Microeconomic Principles
ECON 201	Macroeconomic Principles
ECON 300	International Trade & Business Environment
FINC 300	Business Finance
INFO 120	Introduction to Business Technology
INFO 200	Managing Information Technology
MGMT 300	Managerial Behavior
MGMT 301	Managerial Communication
MGMT 302	Quality and Productivity in Operations
MKTG 300	Principles of Marketing
SHRM 200	Human Resources in a Diverse Society
STAT 211	Statistics for Business II

▶ **Major in entrepreneurial studies:** 18 credit hours, including 12 hours in specific entrepreneurship and management courses; three hours of marketing electives; and three hours of major electives.

THE ENTREPRENEURIAL CENTER

The Entrepreneurial Center at Xavier University assists students in several important ways: providing networking opportunities to help them find jobs after graduation; offering access to essential knowledge and resources for starting a company or completing projects within an established firm; and identifying opportunities that demand entrepreneurial thinking.

The center works to connect students and successful entrepreneurs. These networking opportunities allow students to cultivate and discuss business ideas, generate creative solutions to organizational problems, formulate career plans, and establish relationships with other entrepreneurs and would-be entrepreneurs.

The center offers counseling and mentoring for students seeking entrepreneurial experiences through internships, co-ops or consulting in small businesses. For students starting their own ventures, the faculty of the Entrepreneurial Center and members of its advisory board also provide advice and mentoring, such as helping to assess business opportunities, gain access to essential resources or address key start-up challenges. Students are encouraged and supported because their efforts can launch their careers or provide valuable experience they can build on after graduation.

Some student ventures, such as FliX, a campus DVD rental store, also employs other students in the entrepreneurship program, helping them to better understand the challenges and issues facing a new firm.

The center assists local entrepreneurs with its small business consulting course; information and available resources to develop business plans; and a micro-loan program that provides financial assistance to fledgling businesses.

FACULTY

Faculty in the Department of Management and Entrepreneurship has earned doctorate degrees from distinguished institutions around the nation. Those faculty members who have worked in the business community or who continue to serve as consultants to the Cincinnati business community are able to bring their firsthand knowledge and experience into the classroom. Professors are committed, first and foremost, to teaching. The faculty is readily available to work with students outside the classroom. Classes are typically small, and students and faculty get to know each other on an individual basis.

Daewoo Park, Department Chair and Professor of Management, PhD (Texas A&M)

Thomas Clark, Professor, PhD (Indiana University)

Rebecca A. Luce, Assistant Professor, PhD (Michigan State)

James Turner, Assistant Professor, DBA (Louisiana Tech University)

CORE CURRICULUM

The foundation of Xavier's success is its commitment to its Jesuit heritage. The Core Curriculum endeavors to realize and embody Xavier's mission and philosophy of education and serves as a valuable foundation for all undergraduate students. Within the Core, the four-course Ethics/Religion and Society (E/RS) Focus fosters students' understanding of socially significant issues from the perspectives of the humanities, especially literature, philosophy and theology, as well as from the perspectives of the social and natural sciences.

Along with courses in their major, Xavier students also take courses in: cultural diversity, English composition, fine arts, foreign language, history, literature, mathematics, philosophy, science, social science and theology.

RECOMMENDED CLASS SCHEDULES BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION [BSBA] IN ENTREPRENEURIAL STUDIES

These schedules serve as a guideline for progress toward a degree. Students should consult with their academic advisor.

<i>First Semester</i>	<i>Credit Hours</i>	<i>Second Semester</i>	<i>Credit Hours</i>
Freshman Year			
MATH 150, Calculus	3	STAT 210 Statistics for Business I	3
History I elective	3	History II elective	3
ENGL 101 OR 115, Eng Comp OR Rhetoric	3	ECON 200 Microeconomic Principles	3
Foreign Language elective	3	Foreign Language elective	3
MKTG 300 Principles of Marketing	3	INFO 200 Managing Info Technology	3
BUAD 101 Business Profession I	0	BUAD 102 Business Profession I	0
Total	15	Total	15
Sophomore Year			
ECON 201 Macroeconomic Principles	3	SHRM 200 HR in a Diverse Society ¹	3
ACCT 200 Financial Accounting	3	ACCT 201 Managerial Accounting	3
THEO 111 Theological Foundations	3	PHIL 100 Ethics as Intro to Philosophy	3
MGMT 300 Managerial Behavior	3	Literature elective	3
Science elective	3	FINC 300 Business Finance	3
BUAD 201 Business Profession II	0	BUAD 202 Business Profession II	0
		ENTR 305 Creativity & Innovation	3
Total	15	Total	18
Junior Year			
Theo Scrip/Hist OR Christ Sys elective	3	PHIL 290 Theory of Knowledge	3
STAT 211 Statistics for Business II	3	Science elective	3
Science elective	3	ENTR 303 Co-op	3
ENTR 311 New Venture Planning	3	BLAW 300 Legal Environment	3
MGMT 301 Managerial Comm	2	MGMT 302 Qual & Prod in Operations	3
ENGL/CLAS/SPAN 205, Lit & Moral Imag	3	Fine Arts elective	3
BUAD 301 Business Profession III	0	BUAD 302 Business Profession III	0
Total	17	Total	18
Senior Year			
Theology Ethics OR Rel/Cult elective	3	Philosophy elective	3
ECON 300 Int'l Trade & Business	3	MGMT 495 Strategic Management	3
Marketing elective	3	E/RS Focus elective ²	3
ENTR elective (FINC 350 OR INFO 358)	3	General elective	3
Business elective	3	BUAD 402 Business Profession IV	0
BUAD 401 Business Profession IV	0		
Total	15	Total	15

Scheduling notes: ¹ SHRM 200 fulfills the Core's cultural diversity elective.

² E/RS Focus elective requirement may be used to satisfy another element of the Core or the major requirements.

► Consult the undergraduate Core Curriculum requirements.

► The BSBA degree program typically requires 123 total credit hours, with 120 hours as the absolute minimum, and an overall 2.000 GPA.

XAVIER AT A GLANCE

Founded in 1831, Xavier is a Jesuit Catholic university in Cincinnati, Ohio. Its three colleges offer 81 undergraduate majors, 45 minors and 13 graduate programs to 6,966 total students, including 4,228 undergraduate students.

ACCLAIM

- ▶ Recognized as one of the top 10 universities in the Midwest for the 15th consecutive year by *U.S. News & World Report*, including #1 rankings for freshman retention and graduation rates.
- ▶ Named for the sixth year among "The Best 371 Colleges" in America by *The Princeton Review*.
- ▶ Ranked #41 among the "Top 50 Best Values" in private universities nationwide by *Kiplinger's Personal Finance*.
- ▶ Tapped for the 2008 President's Higher Education Community Service Honor Roll for innovative service-learning and volunteerism.
- ▶ Recognized by *BusinessWeek* as one of "The Best Undergrad Business Schools" in the nation.

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FOR MORE INFORMATION

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