

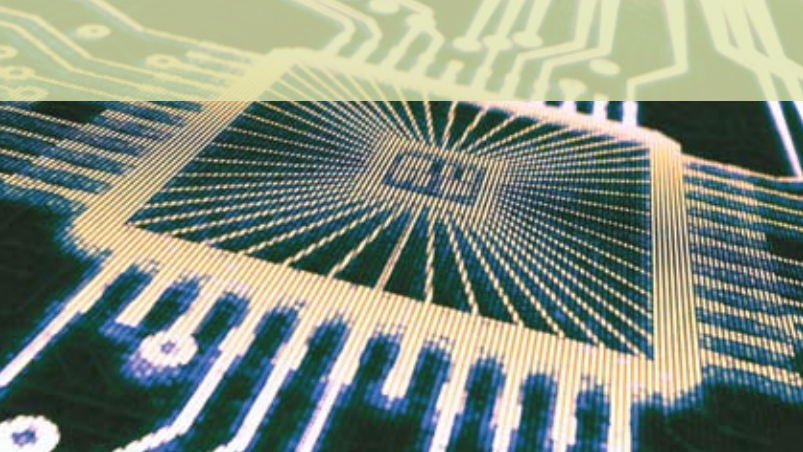
**CENTER FOR INNOVATION
AND ENTREPRENEURSHIP**



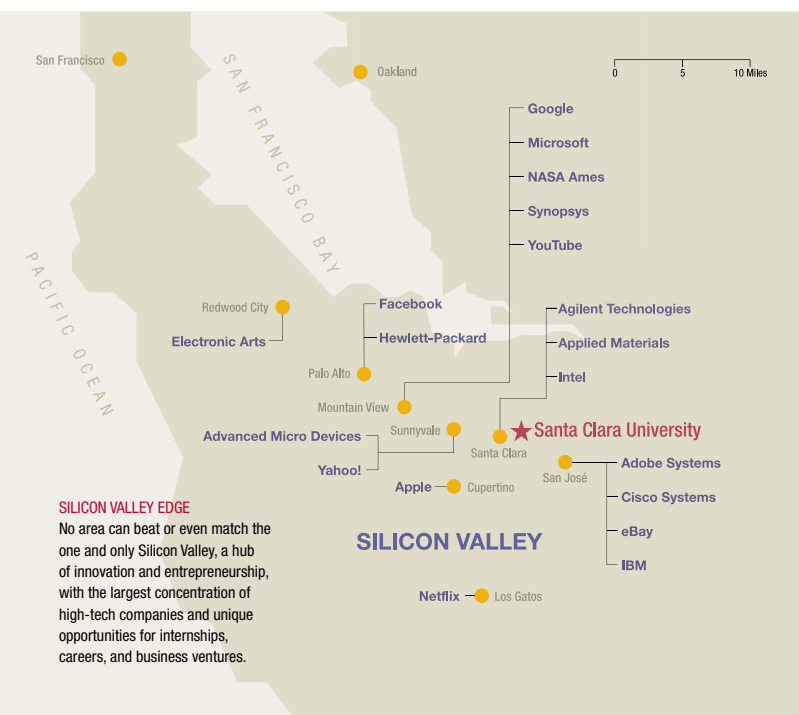
SANTA CLARA UNIVERSITY



**EDUCATING SILICON VALLEY ENTREPRENEURS
FOR SERVICE AND LEADERSHIP**



CENTER FOR INNOVATION AND ENTREPRENEURSHIP



Harnessing the Power of Entrepreneurial Thinking

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's **Center for Innovation and Entrepreneurship (CIE)** strives to foster, promote, and strengthen this talent locally and globally by leveraging a unique combination of strengths and advantages: our ideal location; a 450-year Jesuit educational tradition; state-of-the-art facilities; and distinguished faculty, staff, alumni, and friends.

The CIE helps prepare students for entrepreneurial leadership through a variety of opportunities within diverse organizational settings. Engaging with an extensive alumni network, industry leaders, and like-minded peers enables our students to take advantage of a broad network of resources.

Educating Entrepreneurial Leaders in the Jesuit Tradition

The Jesuit tradition, characterized by academic rigor and ethical leadership, provides an enduring foundation for educating the entrepreneurial leaders of tomorrow. Santa Clara graduates enter their professional and personal lives prepared not only with knowledge but with a commitment to making ethical decisions and serving the needs of mankind. The CIE builds upon this foundation by offering entrepreneurship education at the undergraduate, graduate, and post-graduate levels. The curriculum at all levels emphasizes the leadership role of business in creating an ethical society as well as business responsibilities for social justice and sustainability in the global marketplace.

CIE ENTREPRENEURSHIP PROGRAMS

CURRICULUM

A minor in entrepreneurship is available to undergraduate students in the Leavey School of Business. Graduate students in the MBA program may select an Entrepreneurship concentration or a Managing Technology and Innovation concentration.

PROGRAM ENRICHMENT OPPORTUNITIES

All students with an interest in entrepreneurship—regardless of year of study or major—are invited to join the Undergraduate Entrepreneurship Program or the Graduate Entrepreneurship Program to take advantage of the following enrichment opportunities:



Student Club/Network

At the undergraduate level, the Santa Clara Entrepreneur Organization (SCEO) provides a forum for networking and learning outside the classroom through events, meetings, competitions, and venture collaboration. For graduate students, the MBA Entrepreneurs Connection (MBA EC) strives to bring entrepreneurial-minded students, alumni, faculty, and industry partners together to promote and foster venture startup, growth, and exit activities functioning outside of the University community.

Business Plan Competitions

Students have the opportunity to compete head-to-head in several CIE-sponsored on-campus competitions, as well as other regional and national business plan competitions. The CIE also provides and connects students with competition advice, mentoring, and coaching.



VCIC® Business Plan Competition

Santa Clara University hosts the Silicon Valley Regional of the Venture Capital Investment Competition (VCIC), the nation's premiere strategy competition for venture-minded and entrepreneurial MBA students. SCU's participation as a competitor is organized by the MBA EC through an internal competition. Undergraduate students are welcome to become involved by volunteering.

Mentorship

The CIE Mentor Program provides students with a unique three-pronged mentor structure designed to help develop the tools necessary to be successful in entrepreneurial endeavors.

Startup Internships

Students have the opportunity to apply new entrepreneurial skills in action with Silicon Valley startups, providing an exclusive look at "real-world" applications of entrepreneurship.

Field Trips

The CIE coordinates field trips to successful startups and industry giants based in the Silicon Valley. Previous trips have visited Apple, Google, The Plug and Play Tech Center, and San Jose Innovation Center.

Silicon Valley Events

The CIE provides students with offers and sponsorships to attend a wide variety of Silicon Valley events, most with free or discounted admission.

CIE Speaker Series

On a quarterly basis, the Center for Innovation and Entrepreneurship hosts the CIE Speaker Series. These informative, entertaining events feature a dynamic Silicon Valley entrepreneur or leader in innovation who shares experiences and advice, generating awareness of the role played by and importance of innovation and entrepreneurship.

Global Entrepreneurship Week

The CIE sponsors a variety of events during this exciting week including speakers, competitions, and information sessions. Participants join millions of people in 70 countries embracing innovation, imagination, and creativity.

Study Abroad

The graduate Global Business Perspectives course is designed to immerse the student in the entrepreneurial opportunities abroad through a one-week immersion trip. Undergraduate students also have the opportunity to select from a wide variety of study abroad options, many of which are entrepreneurial in nature.

ALUMNI eCOUNCIL

Designed to focus on our alumni who are interested in launching a new venture, the eCouncil provides free start-up counseling on an ad-hoc basis. After an initial consultation with the executive director of the CIE, alumni entrepreneurs have the opportunity to be connected to members of the eCouncil, a volunteer alumni and faculty advisory group, who provide advice, encouragement, connections, and presentation and business plan feedback.



California Program For Entrepreneurship (CAPE)

The California Program for Entrepreneurship is an initiative of the Leavey School of Business aimed specifically at entrepreneurs who start and build businesses that contribute to the growth and well-being of the California economy. CAPE provides education and mentoring to these emerging entrepreneurs to help them develop and implement business plans and launch their ventures.

The six-month CAPE program features virtual exercises, classroom instruction, case studies, group work, interactive speaker events, and experiential learning to develop conceptual skills and build a mutually supportive community. In-residence portions include two pre-workshop weekend sessions, a week-long intensive workshop, rounded out by three post-workshop weekend sessions. Participants develop specific functional expertise in marketing, finance, and operations as well as skills in organizational dynamics, strategic management, and communication.

Candidate selection is based on the development stage of the business idea, experience, potential for success, and potential contribution to our community and the California economy. The online application includes multiple exercises designed to refine the candidate's business idea and reveal the potential for a successful launch. For more information, visit www.scu.edu/business/cie/CAPE.cfm.



CIE Advisory Board

The CIE Advisory Board helps guide the development of our strategic direction and provides a 360-degree perspective of the Silicon Valley ecosystem. For its advisory team, CIE brings together leading entrepreneurs, venture capitalists, legal advisors, accounting-firm partners, corporate executives, and the deans of Santa Clara's Leavey School of Business, School of Law, School of Engineering, and College of Arts and Sciences.

The board meets quarterly to discuss business trends, assess program objectives, and advise the Center on proposals for continuously improving the entrepreneurship curriculum and programs to best serve the needs of our students.



The Leavey School of Business at Santa Clara University began in 1923 and was one of the first business schools in the country to receive national accreditation. Its undergraduate business, MBA, and Executive MBA programs are consistently ranked among the top in the nation. The business school opened its new \$49-million building for undergraduate, graduate, and professional business education in fall 2008. For more information, see www.scu.edu/business.

About Santa Clara University

Santa Clara University offers its more than 8,800 students rigorous undergraduate curricula in arts and sciences, business, theology, and engineering, plus master's and law degrees and engineering Ph.D.s. Distinguished nationally by one of the highest graduation rates among all U.S. master's universities, Santa Clara is one of California's oldest operating institutions of higher-education.



www.scu.edu/business/cie



The Jesuit University in Silicon Valley



Center for Innovation and Entrepreneurship

Lucas Hall, Suite 111
Santa Clara University
500 El Camino Real
Santa Clara, CA 95053-0426
408-554-5757
fax: 408-554-4777
cie@scu.edu

