Fostering Innovation
Transforming Futures
The Center for Entrepreneurship
The Center for Entrepreneurship

Founded in 1977 by Fran Jabara, former dean of Wichita State University's College of Business, the Center for Entrepreneurship (CFE) rapidly gained a national reputation for its programming and its continuing preservation and promotion of entrepreneurial activities. With a mission to encourage entrepreneurial thinking and activities through quality education, research, and community involvement, the Center has consistently ranked among the top programs in the nation. Recently, Entrepreneur Magazine, compiled in partnership with The Princeton Review, ranked the Center the 11th best program in the country for students seeking an undergraduate degree in entrepreneurship.

The Center is part of the W. Frank Barton School of Business and is housed in Devlin Hall, built in 1990 and dedicated to the study of entrepreneurship. It provides curriculum in entrepreneurial studies at both the undergraduate and graduate level.

The Center has a strong relationship with alumni and community members who participate in the many outreach programs and networking events with students. Individuals range from entrepreneurs, venture capitalists and angel investors, members of legal and accounting firms, economic development agencies, and representatives of not-for-profits. These individuals lend their expertise in programs such as judges for the Business Plan Competition, sitting on a Forum Series panel, guest lecturing, and by being used as an example for case study analysis, among others.

Vision:
To be recognized globally as one of the preeminent academic institutions devoted to the enhancement of entrepreneurship.

Mission:
Fostering entrepreneurship through quality education, research, training, and community outreach to better serve our stakeholders.

Values:
- All students, stakeholders, and guests are customers of the Center for Entrepreneurship.
- All customers should be treated with dignity and respect.
- We are empowered to create an open, honest, and dynamic environment that will:
  Recognize teamwork as the foundation of our organization; Promote responsibility for cooperation, personal development, job enrichment, and customer service; Promote the highest ethical standards in all relationships; Encourage innovation, creativity, and risk-taking; Promote community responsibility and environmental stewardship; Contribute to the vision and mission of Wichita State University and the W. Frank Barton School of Business.
Devlin Hall

Ground was broken on November 4, 1988, at the Devlin Hall building site, signaling a new era for the Center for Entrepreneurship. Fran Jabara, founder of the Center, was thrilled when Tom Devlin, one of his former students, made a substantial gift to build a center for entrepreneurship. “Our dream is to build a world class center,” said Jabara, “and this building is an important part of that plan.”

With the cutting of the dedication ribbon on March 30, 1990, Wichita State University became one of the first in the world to dedicate a building solely to entrepreneurship education. “This is not just a building of bricks, mortar and glass but a birthing place of ideas, hopes and dreams,” noted Andrew Amend, then president of the Association of Collegiate Entrepreneurs (ACE).

W. Frank Barton School of Business

The W. Frank Barton School of Business is committed to providing high quality programs for all constituents. The School of Business is one of only 300 business programs accredited by the American Assembly of Collegiate Schools of Business (AACSB) and offers undergraduate and graduate degrees in business and accounting.

Wichita State University

Wichita State University (WSU), founded in 1895, is distinguished from other state supported schools in Kansas by its urban setting. Wichita State’s location in the largest city in Kansas enhances the traditional classroom experience by providing students greater resources and opportunities such as contacts with business and government leaders, employment, and internships. Because of its location, WSU provides students with numerous opportunities for internships and its cooperative education program serves more students than all the other academic institutions in the state of Kansas combined. With an enrollment of more than 14,000 students, WSU prides itself on specialized attention to students. The University’s students come from almost every state in America, 110 foreign countries, and represent nearly all the counties in the State of Kansas. The 330-acre campus is modern and accessible but at the same time retains the flavor of the University’s 116-year heritage.

Mission: The Barton School of Business advances the knowledge and practice of business, reaches out to constituents, and prepares students to successfully compete in the global entrepreneurial marketplace.

Vision: To be nationally recognized for developing entrepreneurial business leaders for the global marketplace.
Faculty & Staff
The teaching faculty is comprised of seven qualified professors and four instructors/adjuncts. All faculty members have had corporate business experience and most have owned at least one business. The real world experiences they bring to the classroom have proven to be invaluable.

Students majoring in entrepreneurship receive a comprehensive background in areas such as management, accounting, marketing and finance. In addition to the areas covered in other business degrees, entrepreneurship majors develop skills for creating business plans, working with clients and acquiring capital. To augment up-to-date classroom work, the Center works to ensure entrepreneurship students gain real world experience through the many different networking opportunities offered.

The Center also focuses on assisting faculty and students across the university to appreciate the entrepreneurial process. Faculty research is also measured, in an attempt to add to the body of entrepreneurship literature.

- Dr. Tim Pett, Director, Professor
- Dr. Chris Broberg, Assistant Professor
- Dr. Gaylen Chandler, Professor, Barton Distinguished Chair in Entrepreneurship
- Ron Christy, Research Analyst, Instructor, KFBF Director
- David Dahl, Attorney at Law, Adjunct Instructor
- Dr. Don Hackett, Associate Professor, Family Business Fellow
- Linda Harris, Senior Administrative Assistant
- Danielle Hayes, Director of Operations & Student Services
- Sam Moyers, Adjunct Instructor
- Wendy Veatch, Director of Outreach Programming
- Dr. Jim Wolff, Professor, Kincaid Faculty Fellow, Research Coordinator
- Clint Brauer, BizInc Coordinator
- Jeff Dewey, Attorney at Law, Adjunct Instructor
- Jessica White-Padgett, Adjunct Instructor

Advisory Board
The Advisory Board, consisting of entrepreneurs and leading members of the business community, provide guidance and advice on the Center’s mission and activities.

- Rick Beach, Vice Chairman, INTRUST Bank
- Walter Berry, President, Berry Companies, Inc.
- Susayn Brandes, President, Great Plains Ventures, Inc.
- Linda Brantner, President/CEO, Delta Dental
- Dan Carney, Co-founder, Pizza Hut; President, Gaelic Management Inc.
- Barry Downing, Northrock, Inc.
- Sonia Greteman, President/Creative Director, Greteman Group
- Dean Douglas Hensler, W. Frank Barton School of Business
- Fran Jabara, Principal, Jabara Ventures Group
- David Mitchell, Managing Partner, Mitchell • Richards CPAs
- Mark Paolucci, Senior Vice President, Customer Service, The Cessna Company
- Bill Simon, Co-Founder, Freddy’s Frozen Custard & Steakburgers
- Bill Walsh, President/COO, Daland Corporation, Pizza Hut & Sonic Franchise
- Dean Zulma Toro-Ramos, College of Engineering
- Peter Weigand, Founder & CEO, Skipping Stone
- David Wells, President, Key Construction Inc.
Entrepreneurship Research Associates

The purpose of the Entrepreneurship Research Associates is to foster and encourage dialogue in the areas of small, entrepreneurial, and family-owned business enterprises. This group of faculty from across the Barton School of Business, have generated numerous research papers for journal publications and for presentation at conferences, including several best paper awards.

- Dr. Chris Broberg, Assistant Professor of Entrepreneurship
- Dr. Masud Chand, Assistant Professor of International Business
- Dr. Gaylen Chandler, Professor, Frank Barton Distinguished Chair
- Dr. Tim Craft, Associate Professor, Barton Faculty Fellow in Finance
- Dr. Steven Farmer, Professor, Barton Distinguished Chair in Business
- Dr. Rick LeCompte, Associate Professor, FREDs Chair, H. Dene Heskett Chair in Finance
- Dr. Gery Markova, Assistant Professor of Human Resources
- Dr. Tim Pett, Director, Professor
- Dr. Atul Rai, Associate Professor, Larry Jones Fellow in Corporate Governance
- Dr. John Perry, Associate Professor
- Dr. Kirk Ring, Assistant Professor of Strategy
- Dr. Jim Wolff, Professor, Kincaid Faculty Fellow in Business

Fellows

The purpose of the Fellows’ program is to increase and build support for entrepreneurship education across the WSU campus and to enhance student learning in their areas as it relates to entrepreneurship. These enhancements may include creating or teaching an entrepreneurship class within their discipline, modifying an existing course, or developing an experiential entrepreneurship education program within their department.

2010-2011 Fellows

- Mr. Ed Baker, Assistant Professor, School of Performing Arts, College of Fine Arts
- Dr. Michael Jorgensen, Associate Professor, Coordinator, Bioengineering Program, College of Engineering
- Dr. Mehmet Yildirim, Associate Professor, Department of Industrial and Manufacturing Engineering, College of Engineering

2009-2010 Fellows

- Dr. Ngoyi K. Zacharie Bukonda, MPH, Associate Professor, Department of Public Health Sciences
- Dr. Ruth (Toni) B. Pickard, Department of Public Health Sciences
- Dr. Steven R. Skinner, Professor, Electrical Engineering and Computer Science, College of Engineering
- Mr. Frederick R. (Ron) Stephen, FACHE, Department of Public Health Sciences

Thank you to our program sponsors:

- Allen, Gibbs & Houlik, L.C.
- The Coleman Foundation
- Cox Business
- Delta Dental
- Hinkle Law Firm
- INTRUST Bank
- Martin, Pringle, Oliver, Wallace & Bauer, L.L.P.
- Mitchell • Richards CPAs
- Network Kansas
- Gary Parker
- Preferred Health Systems
- Standard Beverage Corporation
- Wichita Business Journal
UNDERGRADUATE STUDIES
The undergraduate major and minor offers students challenging courses in the formal study of entrepreneurship. All students who are declared business majors are required to take ENTR 310: Principles of Entrepreneurship as part of the business core. The major requires completion of the University’s general education courses and business core which provides the student with meaningful exposure to other business functions. Required entrepreneurship courses include directed and approved electives and five hours of free electives. A minor in entrepreneurship may be attained upon completion of 15 hours of entrepreneurship courses including ENTR 310 and 12 hours of upper-division entrepreneurship courses.

Major Requirements:
• University’s general education courses (62 hrs.)
• Business core (36 hrs.)
• Entrepreneurship courses including directed and approved electives (21 hrs.)
• Business or non-business electives (15 hrs.)
• Minimum GPA: 2.25

Minor Requirements:
• Entrepreneurship courses (15 hrs.)
• ENTR 310
• Upper-division entrepreneurship courses (12 hrs.)
• Nine hours must be taken at WSU
• Minimum GPA in WSU courses: 2.25

ENTREPRENEURSHIP COURSE PROGRESSION

ENTR 310: Entrepreneurial Experience
ENTR 440: New Venture Feasibility Analysis
ENTR 455: Entrepreneurial Finance
ENTR 620: Growing & Managing an Entrepreneurial Firm
ENTR 668: Developing a Successful Business Plan

Entrepreneurship Introductory Course (Elective):
ENTR 160: Introduction to Entrepreneurship (3 hrs.)

Required Entrepreneurship Courses (12 hrs.):
ENTR 310: The Entrepreneurial Experience (3 hrs.)
ENTR 440: New Venture Feasibility Analysis (3 hrs.)
ENTR 455: Entrepreneurial Finance (3 hrs.)
ENTR 620: Growing and Managing an Entrepreneurial Firm (3 hrs.)
ENTR 668: Developing a Successful Business Plan (3 hrs.)

Selected Electives (Select 9 hours from the following):
ENTR/MKT 403: Marketing Research (3 hrs.)
ENTR 481: Cooperative Education (1-3 hrs.)
ENTR 491: Independent Study in Entrepreneurship (1-5 hrs.)
ENTR 492: Internship in Entrepreneurship (1-3 hrs.)
ENTR 605: Technology Entrepreneurship (3 hrs.)
ENTR/MKT 606: New Product & Technology Development (3 hrs.)
ENTR/MKT 608: Selling & Sales Force Management (3 hrs.)
ENTR 610: Short-Term Financial Management (3 hrs.)
ENTR 690: Special Topics in Entrepreneurship (3 hrs.)
ENTR 750: Workshop in Entrepreneurship (1-4 hrs.)
ACCT 320: Accounting for Decision Making and Control (3 hrs.)
BLAW 636: Law of Business Associations (3 hrs.)
FIN 440: Financial Management II (3 hrs.)
HRM 466: Fundamentals of Human Resource Management (3 hrs.)
MGMT 462: Leading and Motivating (3 hrs.)
MKT 404: Retail Management (3 hrs.)
MKT/IB 601: International Marketing (3 hrs.)
MKT 607: Promotion Management (3 hrs.)
RE 310: Principles of Real Estate (3 hrs.)

GREATER STUDIES
The MBA entrepreneurship concentration provides the foundation for developing one’s own business, moving into a leadership role in a family business, or managing innovation and new business formation in a corporate setting. The entrepreneurship concentration builds on the MBA curriculum to enhance one’s ability to cope with the full range of issues in evaluating markets, developing business ideas, new product and process innovation, and writing business plans. The specialized knowledge helps one to understand the business startup process and related managerial issues.

ENTR 605/805: Technology Entrepreneurship (3 hrs.)
ENTR/MKT 606: New Product & Technology Development (3 hrs.)
ENTR 610: Short-term Financial Management (3 hrs.)
ENTR 620: Growing and Managing an Entrepreneurial Firm (3 hrs.)
ENTR 668: Developing a Successful Business Plan (3 hrs.)
ENTR 690: Special Topics in Entrepreneurship (3 hrs.)
ENTR 750: Workshop in Entrepreneurship (3 hrs.)
ENTR 750: Workshop in Entrepreneurship – Entrepreneurship for Innovative Educators (3 hrs.)
ENTR/MKT 806: Seminar in New Product and Technology Dev. (3 hrs.)
ENTR 855: Entrepreneurial Finance Seminar (3 hrs.)
ENTR 868: Business Plan Development (3 hrs.)
ENTR 869: Corporate Entrepreneurship (3 hrs.)
ENTR 890: Seminar in Special Topics (1-3 hrs.)
ENTR 891: Directed Studies (1-5 hrs.)
GRADUATE CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

This certificate is aimed at providing students the knowledge base in entrepreneurship to undertake moving technological expertise or high potential business ideas through the start-up of high growth businesses. The courses are structured to provide extensive conceptual and applied know-how and expertise to those interested in entrepreneurship as well as bringing awareness to the challenges endured by entrepreneurs. The certificate can be completed in two to four semesters.

Coursework:
The program requires three hours of required coursework (ENTR 868) and nine hours of elective courses. ENTR 868 should ideally be taken as the last course in the four course sequence. There are no prerequisites or entry exams required for the certificate.

SCHOLARSHIPS

Through the generosity of our donors, more than $75,000 is awarded annually to full or part-time entrepreneurship majors. The largest is the $20,000 Jabara Scholarship which is awarded over four years to two outstanding freshmen each year. Not only do the students receive help financing their education, but they are also mentored by Fran Jabara while they are in school.

General Criteria:
All scholarship recipients must be declared entrepreneurship majors and, unless noted otherwise, must be full-time students enrolled in a minimum of 12 hours per semester at the undergraduate level or 9 hours per semester at the graduate level. Part-time undergraduate students must be enrolled in a minimum of 6 hours during the academic year and 3 hours during the summer session. Awards are for one year and are generally dispersed equally in the fall and spring semesters. Selection of recipients will be made without regard to race, color, religion or national origin. Other requirements are indicated for each scholarship online.

- Professor Fran Jabara Endowed Scholarship in Entrepreneurship
- W. Frank Barton Entrepreneurship Scholarship
- V. Jerry Blue Scholarship/Fellowship in Entrepreneurship
- Byron W. Booth Endowed Memorial Scholarship in Entrepreneurship
- Carney Endowed Fellowship in Entrepreneurship
- Beverly Carney Scholarship in Entrepreneurship
- Zenda & Frank Carney Endowed Scholarship in Entrepreneurship
- Gertrude W. Devlin Scholarship
- Hank and Joyce Farha Endowed Business Scholarship
- Gerald Graham Scholarship in Entrepreneurship
- Bryan & Cindy Hanning Family Business Research Fellowship
- Peter B. Hoidale Endowed Scholarship in Entrepreneurship
- Donna Jabara Baker Endowed Scholarship in Entrepreneurship
- Key Construction Scholarship in Entrepreneurship
- Charles & Nina Kirby Jones Scholarship in Business
- Fred C. Koch Scholarship in Business
- Marcus Family Endowed Scholarship in Entrepreneurship
- Kenneth B. Northcutt Memorial Scholarship in Entrepreneurship
- Mike Oatman Endowed Scholarship in Entrepreneurship
- Charles D. Peer Current & Endowed Entrepreneurship Scholarships
- John R. Pruitt Entrepreneurship Scholarship
- Richard & Jean Reidenbaugh Scholarship
- Dale & Mary Sloan Spurrier Endowed Scholarship

Required Course (1 course):
ENTR 868 | Developing a Successful Business Plan (3 hrs.)

Elective Courses (3 courses):
ENTR 620 | Growing and Managing an Entrepreneurial Firm (3 hrs.)
ENTR 605/805 | Technology Entrepreneurship (3 hrs.)
ENTR 606/806 | Seminar in New Product & Technology Development (3 hrs.)
ENTR 855 | Entrepreneurial Finance Seminar (3 hrs.)
ENTR 869 | Corporate Entrepreneurship (3 hrs.)
ENTR 690/890 | Seminar in Special Topics (1-3 hrs.)
**Association of Collegiate Entrepreneurs**

In 1983 when Association of Collegiate Entrepreneurs (ACE) was founded at WSU, there was no formal organization for entrepreneurial students to join. In its nine year’s being headquartered at WSU, the ACE organization grew to include thousands of students from hundreds of universities both nationally and internationally. ACE promoted networking opportunities, education from mentor figures, and participation in entrepreneurial endeavors. With the demise of ACE National, ACE Alpha continues to operate under the umbrella of the Collegiate Entrepreneurs’ Organization. ACE provides many networking opportunities to members through local and national company visits and roundtables with entrepreneurs. In addition to networking, ACE provides hands on experience with small businesses through consulting and various partnerships.

**Shocker Business Plan Competition**

The Shocker Business Plan Competition is the only competition of its nature in the state of Kansas. It is designed to encourage student innovation and venture creation by providing students an opportunity to present new business ideas to local business and community leaders. Teams, consisting of one to five members from any four-year college or university in Kansas, must submit their own original work and ideas. $15,000 is awarded to the top competitors, with the winning team receiving one-on-one consulting with senior managers from the banking, legal and accounting professions.

The competition consists of three rounds. During the Screening Round, a group of judges read and evaluate each plan. The top 16 teams proceed to the Trade Show Round, where each team sets up a booth and talks with visitors, including judges, about their business concept. At evening’s end, judges will invest $10,000, in “Shocker dollars”, in those businesses they deem most viable. The top eight teams from the Trade Show Round will enter the Semi-Finals, Elevator Pitch and Final Round. Each team gives a fifteen minute presentation with ten minutes of questions and answers. In the Final Round, the top two teams from each bracket compete. The winners are announced that evening at the annual Center for Entrepreneurship Banquet.

**Kansas Community College Business Plan Challenge**

The Kansas Community College Business Plan Challenge is open to all students currently enrolled in a Kansas Community College. Teams set up their booths and discuss their business concepts with visitors and judges. Then each team makes their formal presentation, which is fifteen minutes in length, concluding with five minutes of questions and answers. The Challenge offers $3,000 in prize money, the faculty sponsor of the winning plan receives $200. The winning team is automatically eligible to compete in the Trade Show Round of the Shocker Business Plan Competition.

**High School Business Plan Competition**

The purpose of the High School Business Plan Competition is to allow Kansas high school students the opportunity to explore their many options in the field of Entrepreneurship. The competition is designed to encourage student innovation and venture creation by providing a forum in which students can present new business ideas to business community leaders, including entrepreneurs, investors and faculty in the Wichita area.
Business Incubator

Launched in 2008, Business Incubator (BizInc) is a venture incubator promotes the process of entrepreneurial learning and focuses on the earliest stages of entrepreneurial business development. Venture incubation is a business support process that accelerates the successful development of pre-seed, start-up and fledgling companies affiliated with the University by providing entrepreneurs with an array of targeted resources and services. Critical to an incubator is the provision of management guidance, technical assistance, and consulting tailored to young, growing companies. Formation of a start-up company through the BizInc process involves the following steps: business idea validation, development of a commercialization strategy, formation of the management team, development of a funding strategy, and the housing of the business. BizInc’s primary goal is to provide comprehensive assistance to faculty members, research staff members, and students who want to form startup companies or commercialize the innovations they have developed.

Entrepreneur Connection

The primary purpose of Entrepreneur Connection (EC) is to educate, network and develop students, the next generation of entrepreneurs and business leaders, through the sharing of desires and experiences from accomplished local entrepreneurs and business leaders. Through EC, students will be able to gain insight into the necessary elements required to become a successful entrepreneur and leader from successful entrepreneurs and business leaders in the community. Students will be able to establish a connection with professionals as well as expand their professional network with local entrepreneurs and business leaders.

Wichita entrepreneurs and business leaders are willing to provide experience, insight, wisdom and guidance to the next generation of emerging entrepreneurs. Entrepreneurs help educate students by sharing lessons learned from successes and failures while allowing students to ask questions. Entrepreneurs will take 2-5 students to lunch.
Business Heritage Book & Leadership Series

The Business Heritage Series recognizes local and regional entrepreneurs by documenting their lives as business leaders. Initially, a free copy of each book was provided to libraries throughout the State of Kansas. The latest book, in the series of thirteen, highlights the story of Rent-A-Center and its founder, Tom Devlin. Entitled Playing Through, An Entrepreneurial Success Story, the book not only examines the founding of a company but also takes an in-depth look into the decisions and leadership styles inherent in growing a firm from launch to success.

EntreAlums

EntreAlums (EA) is the Alumni Society for all entrepreneurship majors, minors, MBA concentrations and graduate certificate recipients at WSU. EA encourages graduates of the Entrepreneurship program to stay connected through various opportunities hosted by the Center for Entrepreneurship. Alumni participate in workshops, mentoring, attending lectures and seminars, as a business plan competition judge, and other networking opportunities.

Entrepreneurship Forum Series

The Entrepreneurship Forum Series for Business Ownership was launched in fall 2006. The Forum Series is an opportunity for students and the community to listen to and ask questions of a panel of local professionals that include experienced entrepreneurs and support professionals from many different fields. Panel participants are from both the local business community and successful national entrepreneurs. The panel participant’s experiences and expertise prove invaluable to anyone in the business world. National speakers have included: Micheal DeLazzer, creator of Redbox; Gary Bridge, Senior Vice President and Global Lead, Cisco Internet Business Solutions Group; Maxine Clark, Founder and Chief Executive Bear, Build-A-Bear Workshop;

Michael Chasen, Co-Founder and CEO, Blackboard Inc.;
Jeff Turner, President and CEO, Spirit AeroSystems, Inc.;
Wally Amos, Founder of Famous Amos Cookie Company;
Jerry Greenfield, Co-founder of Ben & Jerry’s Homemade, Inc;
Frank Carney, Co-founder, Pizza Hut.

Launching & Growing Your Business

Launching & Growing Your Business are non-credit courses for small business entrepreneurs that provide training to current and prospective entrepreneurs in South Central Kansas. The goal of this program is to extend an arm of support to the local business community to facilitate new business and further the goals of established businesses. This program is divided into two distinct courses: FastTrac NewVenture and Growing Your Business. NewVenture offers essential business information to help develop entrepreneurial skills to build a strong business foundation. Growing Your Business focuses on improving your business’s performance.
The Kansas Family Business Forum (KFBF) is a nationally recognized, highly regarded membership organization of family business owners, their families and key employees. The KFBF is designed to provide unique learning experiences to those involved with family businesses. Educational seminars bring owners, families and managers together to address issues of ownership and management succession, strategic planning, estate planning, family dynamics and family governance. KFBF programming features a mix of national and local experts on family business issues. In addition to the educational seminars, the KFBF also incorporates opportunities for small peer-to-peer group meetings.

Mentoring Opportunities

The Center is always looking for community leaders to help mentor current students. Through programs like the Shocker Business Plan Competition and Entrepreneur Connection, students will learn tips that will help them develop into stronger leaders with stronger business insights. In addition to building a strong network of contacts with local CEOs and business leaders, students can gain insight into the businesses and industries from entrepreneurs’ experiences. Contact the Center for current opportunities.

Meridian 6

Meridian 6 (M6) is a newly created website where ideas, capital, knowledge and resources come together to assist new companies or transform existing companies by connecting entrepreneurs with other entrepreneurs, investors and service providers. Anyone interested in a start-up or emerging high growth business will find that M6 has a place for them. Entrepreneurs can find advice, locate angel investors, connect to business professionals like bankers, lawyers and accountants, and find employees. Investors are able to find investment opportunities, network with each other and give advice to new company management and each other. It offers business professionals a forum for sharing knowledge, expertise, and ideas, while finding new clients, and creative and talented employees.

Practical Entrepreneur Training Tools

This program is designed to better leverage your business’ strengths in today’s dynamic economic times. Practical Entrepreneur Training Tools (PE) will provide you with the tools to lead you through the process of innovation and entrepreneurship. Whether a start-up or established business, these programs will provide you with the skills and knowledge to succeed. A wide variety of programs are offered encompassing topics relevant to start-ups, small and medium size businesses. Topics include: business development, intellectual property, innovation, product development, business plan development, growth strategies, real estate, financing, human resources, legal issues, developing a competitive advantage, social media, branding, marketing, promotion, and many more relevant issues to business owners and managers.
Greetings from the Center for Entrepreneurship at Wichita State University!

For almost 35 years, the Center for Entrepreneurship faculty and staff have dedicated themselves to enhancing the entrepreneurial spirit both on campus and in the community by sponsoring many programs.

Since students remain a major focus, we have developed new courses and opportunities to enhance their understanding of entrepreneurship in today’s business world. Our student organization, ACE, helps keep us connected to our most important customers – our students.

We have launched new course offerings which we believe will greatly enhance the entrepreneurship major. Our goal, in partnership with our Faculty Fellows across campus, is to expose our majors to students of other disciplines to promote innovative collaboration and increase interdisciplinary exchanges across colleges. We now offer an undergraduate degree, undergraduate minor, MBA concentration, as well as a graduate certificate.

As we all know the past few years have been challenging for many people, however it has provided many opportunities for the Center to help many of these people with fulfilling their entrepreneurial dreams. From students to community to alumni, we have launched several new programs as well as continued growth and success in our outreach initiatives. Some of these programs include the Practical Entrepreneur Training Tools and Launching & Growing Your Business, the Entrepreneurship Forum Series, business plan competitions, and the Kansas Family Business Forum.

We are grateful to our supporters, sponsors, and donors. Your encouragement and assistance enables us to continue to expand our services to students and the community.

Tim Pett
Director, Center for Entrepreneurship
Wichita State University