

The Value of Entrepreneurship Education at the University



Tina L. Seelig
REE Latin America
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STANFORD
TECHNOLOGY
VENTURES PROGRAM

Thank You
to our
Hosts in Santiago!

Who Am I?

Executive Director, Stanford Technology Ventures Program

Adjunct Professor: Creativity and Innovation

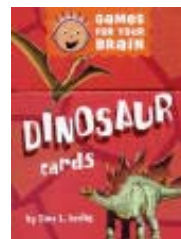
Ph.D. in Neuroscience: Stanford University

Consultant at Booz Allen & Hamilton

Founder, Multimedia Software Company

Compaq, Multimedia Producer

Author, 10 popular games and books



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Why are we here?

REE Latin America 2004

<http://ree.stanford.edu>



1st year
40 People
11 Countries



4th year
40 People
16 Countries



7th year
95 People
72 Institutions



2nd year
XX People
YY Countries

What is Entrepreneurship?

“Entrepreneurship is a management and leadership style that involves pursuing opportunities without regard to resources currently controlled.”

“Any attempt at new business or new venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team, or an established business.”

“A way of thinking and acting that is opportunity obsessed, holistic in approach and leadership balanced for the purpose of value creation.”

References: Harvard Business School and Babson College, London School of Business

STVP Mission

The Stanford Technology Ventures Program is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms.

STVP Motivation

STVP believes that engineers and scientists need entrepreneurial skills to be successful at all levels within an organization. The program prepares students for leadership positions in industry, academics, and society.

STVP Approach

Teaching



Develop Curriculum
Teach Courses
Mentor Students

Research

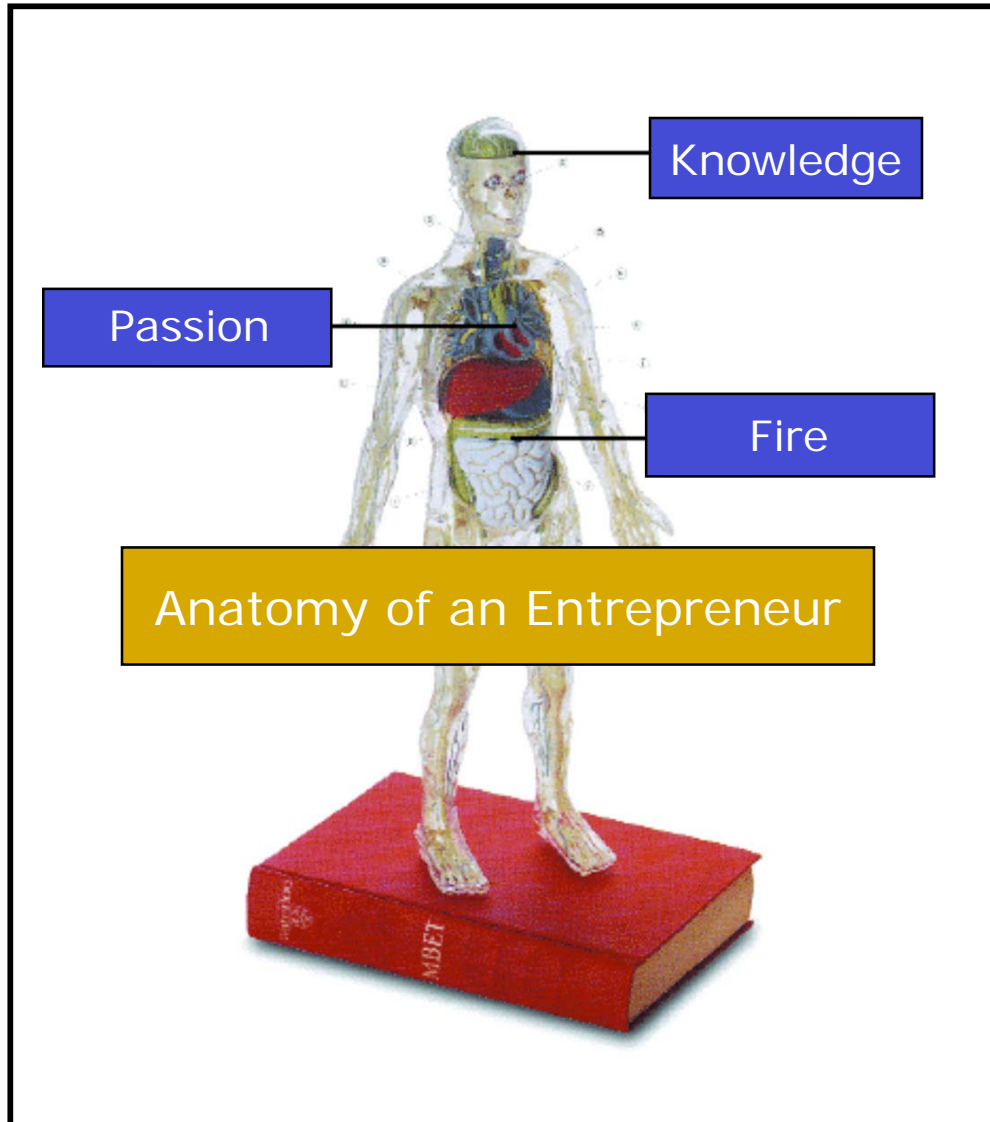


Scholarly Research
Publications
Ph.D. Students

Outreach



Web Sites
Conferences
Trade & Text Books



We take students with passion in their hearts and fire in their bellies, and give them the knowledge they need to be great leaders.

Teaching

- **25 quarters of instruction each academic year**
- **2,000 students from across the campus each year**
- **All courses are over-subscribed by at least 2/1**
- **STVP faculty consistently win teaching awards in the department of Management Science and Engineering**

Sample STVP Courses

Introduction to High Technology Entrepreneurship

Management of Technology Ventures

Global Entrepreneurial Marketing

Strategy in Technology-Based Companies

Technology Venture Formation

Entrepreneurial Thought Leader Seminar

Organizational Behavior and Management

Entrepreneurial Finance

Creativity and Innovation

Negotiation

Research

- **STVP hosts 15 Ph.D. students**
- **STVP research faculty study strategy and innovation in high growth companies**
- **STVP faculty and students receive multiple awards and research grants**
- **Recent STVP PhD graduates are now faculty members at leading universities**

Outreach

- **STVP's conferences (REE) are now held on four continents: USA, Europe, Asia, Latin America**
- **STVP's Educators Corner provides extensive web-based resources for entrepreneurship educators around the world. (Currently 1,000 resources, 2,000 registered users & 10,000 hits/day)**
- **STVP hosts a popular lecture series with entrepreneurial thought leaders for the entire Stanford community (24 lectures per year)**
- **STVP runs a cross-campus organization that coordinates all entrepreneurship programs on campus.**



EDUCATORS CORNER

STANFORD TECHNOLOGY VENTURES PROGRAM

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Welcome to STVP Educators Corner

The STVP Educators Corner is a free archive of high-technology entrepreneurship teaching resources, such as video clips, case studies, course outlines, and recommendations for ways to get involved in the community of entrepreneurship educators. We welcome your [questions](#) and [feedback!](#)

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STATS

Educators Corner has...

- x resources for
- x users, from
- x countries, representing
- x organizations

Highlights

FEATURED TEXTBOOK:



[Buy from Amazon](#)

[Technology Ventures: From Idea to Enterprise](#) Dorf, Richard C.; Byers, Thomas H.

Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Entrepreneurship represents a vital source of change in all facets of society, empowering individuals to seek opportunity where others see insurmountable problems. Technology entrepreneurship is a style of business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills. The book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators. It provides an action-oriented approach through the use of examples, exercises, cases, sample business plans, and recommended sources for more information.

[Read more](#)

FEATURED SPEAKER:



[Download free clips](#)
[Buy the DVD](#)

[Randy Komisar: Confessions of a Virtual CEO](#)

In The Monk and the Riddle, Randy Komisar reminds us that working simply to make money will leave us "howling at the moon." Instead, we should integrate our passions and values--the things that matter to us personally--into our working lives. Described by Fortune.com as "part personal essay, part fictional narrative and part meditation on the nature of work and life," this book is unlike any other business book you've read. [from HBSP]

MORE RESOURCES

[Build a Center](#)

[Design a Course](#)

[Join the Community](#)

[Messageboard](#)

STVP NEWS

[Roundtable on Entrepreneurship Education Conference](#)

[ETL Fall Speaker Series](#)

[STVP Calendar](#)

[Mayfield Fellows Program](#)

FEEDBACK

What type of Edcorner teaching materials do you find the most useful?

- Videos
- Cases
- Course Syllabi

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STVP Educators Corner

The Educators Corner is an extensive, free archive of teaching resources on high-technology entrepreneurship.

Video clips

Links to valuable web sites

Suggested trade and text books

Curriculum for entrepreneurship courses

Case studies on high technology entrepreneurship

Presentations on building an entrepreneurship center

**One year after the launch, the Educators Corner has
2,500 registered users from 60 countries and
16,000 hits per day**

Why is Entrepreneurship Education Important?

Skill development of individuals

Valuable employees for local companies

Builds the community network

Regional economic growth

Why Should You Have a Program in Your Region/School?

Student demand for exposure to entrepreneurship

Reputation of your university

Healthy economic ecosystem

Successful entrepreneurs eventually give back to the community

Skill Development for Future Technology Leaders

Decision-making

Comfort with uncertainty

Appreciation for teamwork and culture

Creativity and innovation

Persuasion and negotiation

Oral and written communication

Tools for building an organization

Finance, marketing, strategy

Teaching Leadership & Business Skills



Leadership

Business

Entrepreneurial Skills Complement Technical Skills

Breadth of Knowledge about Business and Leadership

**Depth of
Knowledge
in a
Technical
Discipline**

2003 Global Entrepreneurship Monitor

Education level impacts entrepreneurial motivations

Individuals who are more educated are more likely to pursue entrepreneurship because of a perceived opportunity, rather than out of necessity. GEM 2003 found that people with post-secondary or graduate education are twice as likely to be involved in an entrepreneurial firm as those with less education.

Confidence, role models positively affect entrepreneurship

People who are confident of their abilities to start and manage a firm are four to six times more likely to be engaged in entrepreneurship as those who don't think they have the skills. Those who know someone who started a business are two to three times more likely to engage in entrepreneurial activity.

GEM is a product of the Kauffman Foundation, London Business School, and Babson College

Growth of University Entrepreneurship Education and Technology Transfer

- In the United States, the number of universities offering entrepreneurship courses has increased 100 fold, from 16 to 1,600 between 1970 and 2004.
- The number of university patents has increased 13 times, from 188 to 2,436 between 1969 and 1997.
- At Stanford, the royalty income from patents has increased almost 1,000 times, from \$50,000 to \$45,400,000 from 1969 to 2003.
- At Stanford, the number of entrepreneurship courses taught at the school of engineering has increased from 1 to 25 from 1990 to 2004.

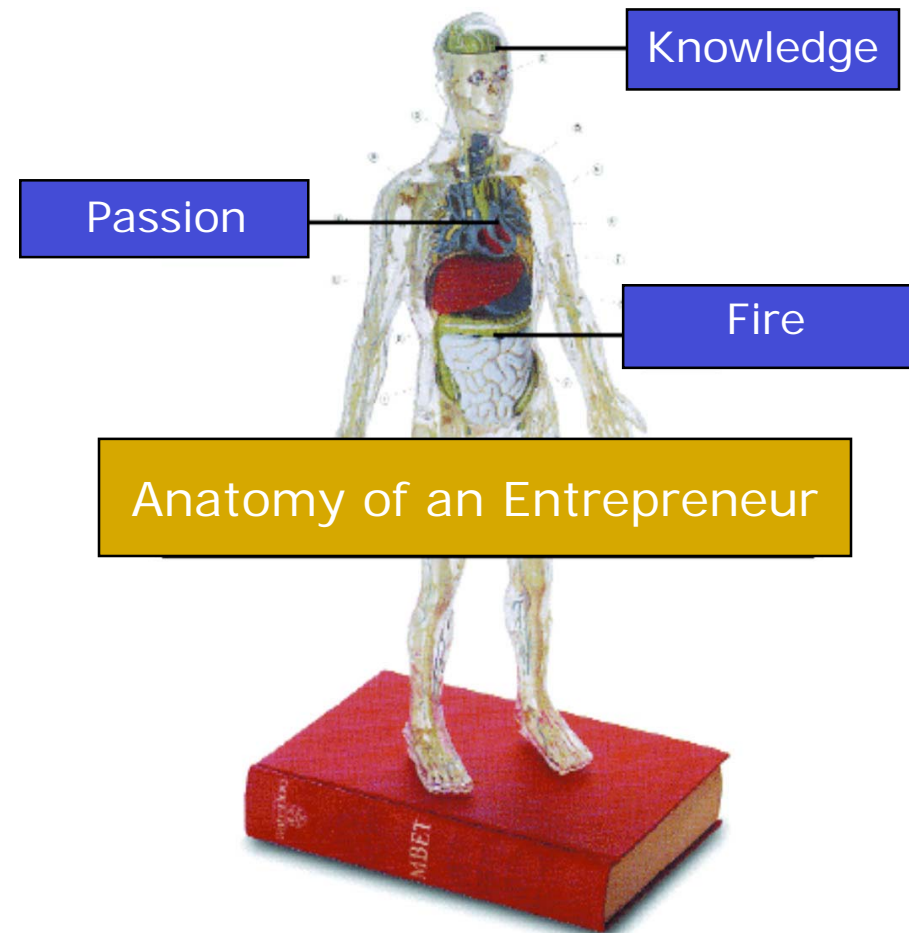
Student Testimonials

- Entrepreneurship is a way of life and an incredibly powerful mechanism to affect change.
- I no longer see entrepreneurship merely as a means to an end, and I no longer see my technical skills as the primary way I can contribute.
- Entrepreneurship allows a person to create positive change without starting from a position of power or wealth.
- I now see that entrepreneurs are people who have taken the steps that I too can take.
- During many of the cases about entrepreneurship that we studied, I wanted to jump up and say, “That’s Me!”

Provide students with the knowledge they need to harness the fires in their bellies and to channel the passions in their hearts.

This knowledge allows them to become effective leaders in all areas of business, education, government, and society at large.

They grow the local and international economy and give back to the university.



Key STVP Web Sites

STVP: <http://stvp.stanford.edu>

REE Conferences: <http://ree.stanford.edu>

Mayfield Fellows Program: <http://mfp.stanford.edu>

STVP Educators Corner: <http://edcorner.stanford.edu>

Entrepreneurial Thought Leaders: <http://etl.stanford.edu>

Stanford Entrepreneurship Network: <http://sen.stanford.edu>

The STVP Team



Tom Byers
Stan Christensen
Carolyn Ciesla
Kathy Eisenhardt
Anthony Hui
Riitta Katila
Randy Komisar
Tom Kosnik

Mark Leslie
Mike Lyons
Josh Mangum
Doug Mckenzie
Audrey MacLean
Tina Seelig
Bob Sutton
Michelle Tung

