

## Program Overview

The Belmont Entrepreneurship Program prepares students for careers as entrepreneurs, for working in entrepreneurial ventures as part of the team, for family business careers, and for applying their entrepreneurial knowledge and skills in more traditional corporate environments. The students in Belmont's Entrepreneurship Program are shaped by practice and experiential learning and grounded in values.

Students are prepared to launch and grow successful ventures through Belmont's unique combination of experiential classroom application and co-curricular programming. Graduates of this program are known not only for their financial success, but also for their strong sense of integrity as leaders guided by values and principles.

## Rankings & Recognition

- Entrepreneur Magazine and the Princeton Review – Named a Top 20 Undergraduate Entrepreneurship Program (2011)
- Fortune Magazine (2010) – Highlighted as one of five places to study entrepreneurship in the United States.
- USASBE – 2008 National Model Undergraduate Program for excellence in entrepreneurship education
- Entrepreneur Magazine and the Princeton Review – Named a Top 25 Undergraduate Entrepreneurship Program (2008)
- Global Student Entrepreneur Awards (2008) – Ranked 9<sup>th</sup> among the Top 25 Nominating Schools
- The Entrepreneurial Mind – Dr. Jeff Cornwall's blog, the Entrepreneurial Mind, is one of the most popular small-business blogs on the web. It was named by Forbes as "Best of the Web" and is part of the Forbes blog network. The Entrepreneurial Mind is also linked to by the Wall Street Journal, Entrepreneur, Inc., the New York Times, and US News and World Report.

## Faculty

**Dr. Jeff Cornwall**, the Jack C. Massey Chair in Entrepreneurship and the Director of the Center for Entrepreneurship, is a veteran business professor, author and seasoned entrepreneur – having co-founded a fast-growing health-care company out of Raleigh, NC. His current research and teaching interests include entrepreneurial finance and entrepreneurial ethics.

**Dr. Mark Schenkel**, Associate Professor of Entrepreneurship, has served in a variety of general management roles in small, closely-held, family firms. His research and teaching interests focus on the roles that entrepreneurial cognition and strategic decision-making play in new venture creation, and corporate venturing activities.

**Jose Gonzalez**, Instructor of Entrepreneurship and Management, co-founded Conexion Americas. Jose was instrumental in conceptualizing and implementing programs that generated over \$25 million of mortgage loans for Latino homeowners and trained over 500 Latino entrepreneurs.

**Dr. Bernard Turner**, Director of the Center for Social Entrepreneurship and Service-Learning and assistant professor, conducts grant writing workshops, is a federal grant reviewer for the U.S. Department of Health and Human Services and consults with non-profits and foundations.

**Dr. Mark Phillips**, Assistant Professor of Entrepreneurship, has been affiliated with law firms in New York, Maryland and Washington, D.C. and has sales and marketing experience with Legg Mason Wood Walker, Inc. in Baltimore, Maryland and management experience at the Urban Assistance Corporation in New York City. He has taught a variety of organizational behavior, entrepreneurship, negotiation and legal courses as an adjunct professor, guest lecturer and instructor at the MBA and undergraduate level.

**John Wark**, Entrepreneur in Residence, is a serial entrepreneur with five different startups spread over more than 30 years. Four of the startups were in the software industry, including two venture capital-backed startups and one successful public offering. John regularly mentors and consults with entrepreneurs and CEOs - from students to leaders of high tech, high growth ventures. John has an M.M. degree from the Kellogg School of Management at Northwestern University.

## Co-Curricular Programming

Belmont students are provided with a comprehensive array of co-curricular programming that is designed to enhance the experiential nature of the program. Practicing entrepreneurs can gain support from the:

- Student Business Hatcheries
- Student Business Grant Fund
- Business Plan Competition
- Accounting and Legal Clinics
- Belmont Entrepreneur Network
- Entrepreneurs in Residence Program

**Campus-Based Businesses** – Belmont University is now home to five campus-based businesses that have been formed and managed with other programs on campus. This programming offers experiential learning for students who do not have a business of their own. Three retail businesses are located in 3,400 square feet of prime retail space in Belmont's student life building. This program involves as many as 50-60 people at any one time.

## Entrepreneurship Curriculum & Courses

Undergraduate – Belmont’s undergraduate curriculum has a common core of entrepreneurship coursework. All business students are required to enroll in a foundational entrepreneurship course. Students can begin taking core courses in entrepreneurship without barriers to entry from pre-requisites. Eliminating barriers encourages freshman and sophomores to begin examining entrepreneurship as a career path for their chosen field of study.

Entrepreneurship Across Belmont – Belmont seeks to serve any student with entrepreneurial aspirations. This is possible through the comprehensive and flexible approach to reaching students from all over campus. The Center has developed relationships with a variety of programs and majors across campus, such as: fashion design, music business, music, audio engineering, video production, graphic design, occupational and physical therapy, and computer science, just to name a few. Students can elect to:

- Major in Entrepreneurship, BBA in Entrepreneurship
- Minor in Entrepreneurship
- Major in Social Entrepreneurship, B.A. or B.S. in Social Entrepreneurship

The Entrepreneurship curriculum at Belmont University is project based, and is designed to encourage the applications of the concepts, models and tools students are learning in each course to: an actual business, owned by the student; an idea they are developing for a new business venture; or, to a family business venture.

Undergraduate students at Belmont University are offered the following courses in Entrepreneurship:

- Entrepreneurial Financial Management
- Entrepreneurial Venture Management
- Managing the Family Business
- International Entrepreneurship
- Building Stakeholder Relationships
- Service Learning in Entrepreneurship
- Launching an Entrepreneurial Venture
- Franchise Management
- Venture Planning
- Foundations in Entrepreneurship

Social Entrepreneurship – Belmont University’s Social Entrepreneurship Program prepares students to engage and transform the world through the formation or expansion of ventures that create social change. Belmont’s Social Entrepreneurs are grounded in faith and values, shaped through experiential education and practical experience, and informed through the knowledge and skills drawn from diverse academic areas of study. As a part of the curriculum, Social Entrepreneurship majors do service-learning, an internship, and an extended service project in their senior year. Students can choose between five thematic tracks:

Economic

- Economic Development
- Faith, Culture, Ethics Track
- Global Social Entrepreneurship
- Contemporary Social Issues Track
- Environmental Studies Track

In addition to a core of Entrepreneurship courses, undergraduate Social Entrepreneurship students at Belmont University take the following courses:

- Introduction to Social Entrepreneurship
- Junior Internship in Social Entrepreneurship
- Senior Capstone in Social Entrepreneurship

Graduate – Graduate students enrolled in both the MBA and MACC programs in the Jack C. Massey Graduate School of Business, Belmont University’s internationally-accredited and award-winning MBA program, are required to take a course in Entrepreneurship, called the “Entrepreneurial Challenge.” In addition, graduate students can also choose from the following electives:

- New Venture Financial Management
- Strategy for New Enterprise and Innovation
- Managing a Growing Venture
- Opportunity Assessment
- Venture Planning
- The Entrepreneur: Driver of Social, Cultural, and Economic Transformations

Taking three or more of these electives constitutes an Entrepreneurship track.

## Contact Information

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