



## ENTREPRENEURSHIP LAB

### 35 Years of Entrepreneurship Education

Pace University's rich history in entrepreneurship education dates back to 1979, when its entrepreneurship program was formally established. As the 35<sup>th</sup> anniversary approaches, Pace continues its dedication to fostering entrepreneurial thinking and pursuits among its students. The university offers comprehensive curricula and degree programs in entrepreneurship at both the undergraduate and graduate levels, knowledgeable faculty with first hand entrepreneurial experience, a wide variety of extra curricula activities, and the recently opened Entrepreneurship Lab, which helps students pursue their entrepreneurial ambitions.

- **Academics:** Graduate and undergraduate students studying entrepreneurship at Pace are equipped with skills such as product development, financial management, business operations, marketing, and business plan development, among many others. Courses like Venture Initiation and Entrepreneurship at the graduate level and Entrepreneurial Implementation at the undergraduate level provide students with a realistic and hands on view of the experience of starting a new business.
- **International Field Study Courses:** A combination of classroom learning and international exploration. In just the last few years, these courses have examined commercial and social entrepreneurship in Tanzania, technology innovation and entrepreneurship in Israel, and microfinance in India. Courses begin with classroom sessions and culminate in a journey to the country studied.
- **Entrepreneurship Lab:** A dedicated workspace that provides unique technological resources like a 3D printer, video studio, sophisticated software, and high performance computers to aspiring entrepreneurs.
- **Wilson Center for Social Entrepreneurship:** Created in 2005, the Wilson Center for Social Entrepreneurship fosters nonprofit entrepreneurial ventures.

- **Entrepreneur in Residence:** Dating back to 1998, Pace’s Entrepreneur in Residence program strives to bring together students and working entrepreneurs to integrate academic learning with real world experience.
- **Small Business Development Center:** Established in 1986, the Small Business Development Center is funded by Pace and the US Small Business Association to assist current and aspiring entrepreneurs. The center currently operates out of Pace’s lower Manhattan campus.
- **Pace Pitch Contest:** Now in its tenth year, the Pace Pitch Contest rewards students who are able to best deliver a three minute “pitch” outlining their new venture concept, business model, and implementation plan.
- **Pace Business Plan Competition:** Pace students compete by submitting completed business plans including a viable business model, strategy, financial projections, and marketing plan. Both for profit and nonprofit business plans are eligible.
- **Pace Mobile App Design Contest:** Pace students design mobile apps and showcase them at an open exhibition.
- **Speaker Series:** Pace hosts a wide variety of guest speakers that address a broad range of entrepreneurship topics. Many of these talks are recorded and made available on our video library.

## **A Brief History**

Pace’s roots in entrepreneurship go all the way back to its founders - brothers Homer and Charles Pace - who borrowed \$600 to rent a classroom and teach the principles of businesses to a class of 13 students in 1906. The entrepreneurial brothers attached a motto synonymous with entrepreneurship, “*Opportunitas*”, to their newly founded institution of higher learning. Pace began offering an undergraduate degree program in Entrepreneurship as an area of concentration under its Management major in 1979. Twenty years later, in 1999, Entrepreneurial Studies was offered as an area of study in the MBA program. Today, Pace University has expanded to multiple campuses, six schools and colleges, and 13,000 students with over 150 majors. Both the graduate and undergraduate programs in entrepreneurship continue to flourish and attract students from all over the world.

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