



SMU COX CARUTH INSTITUTE FOR ENTREPRENEURSHIP

OVERVIEW

The Caruth Institute for Entrepreneurship is one of the first entrepreneurship centers. It was founded in August of 1970 with an initial contribution by Mr. W. W. Caruth, Jr. whose family roots go back to the founding of Dallas. The mission is, "To encourage a spirit of entrepreneurship and to improve the probability of winning for those who give it a try."

ENTREPRENEURSHIP COURSES OFFERED

MBA Courses: (a portfolio which includes Concentration and Minor)

- Venture Financing
- Teaming with Venture Capitalists
- Starting a Business
- Early Stage Valuation & Funding
- Managing the Entrepreneurial Business I
- Managing the Entrepreneurial Business II
- Entrepreneurial Strategy
- Private Equity and Venture Capital
- Family-Owned and Closely-Held Business
- International Entrepreneurship
- Law of Financial Transactions for Entrepreneurs
- Venture Capital Practicum
- Enhancing Operational Performance for Entrepreneurial Companies
- Corporate Entrepreneurship: Intrapreneuring
- Entrepreneurial Exit Strategies
- Social Media for Entrepreneurs
- Essential Law for Entrepreneurs
- Evaluating Entrepreneurial Opportunity

BBA Courses: (Concentration)

- Identifying Entrepreneurial Opportunities
- Starting a Business
- Managing the Entrepreneurial Business
- Essential Law for Entrepreneurs

COMMUNITY COLLABORATIONS

SOUTHWEST VENTURE FORUM - This Caruth Institute program is a bi-monthly breakfast meeting connecting entrepreneurs, venture investors and the professionals who serve them. Five Southwest Venture Forum meetings are held each year with a combined attendance in excess of 800.

DALLAS 100™ ENTREPRENEURS AWARD - In November each year the Caruth Institute presents this annual business award honoring the 100 fastest growing privately-held companies in the Dallas Metroplex.

SPECIAL PROJECTS

SMU COX MBA Venture Fund - Established with \$600,000 in seed capital from entrepreneurs Phil Romano (founder of Fuddruckers, Eatzi's and Romano's Macaroni Grill) and Ken Morris (co-founder of Peoplesoft), the Fund invests in high-potential ventures. The first Fund investment was made in March 2002. Approximately 100 companies have been evaluated and 15 investments made. The Fund assets are currently valued at approximately \$3.5 million.

SMU Incubator - The Caruth Institute is working with the SMU new ventures incubator to improve the experience for nascent entrepreneurs.

MBA Entrepreneurship Club - The Institute supports the MBA Entrepreneurship Club.

Executive MBA Business Plan Competition - Organizes and conducts an Executive MBA Business Plan Competition each year. Cash prizes totaling \$10,000 are awarded.

MBA Business Plan Competition - The Caruth Institute supports a Business Plan Competition held in February for Cox MBAs. Approximately \$50,000 in cash and in-kind prizes were awarded in 2015.

SMU Undergraduate Entrepreneurship Club - A campus-wide undergraduate Entrepreneurship Club was founded by and continues to be mentored by Institute staff.

SMU Undergraduate Business Plan Competition - Institute staff serve on a university-wide committee under the Provost to review business plans and set up the future vision for the annual SMU Big Ideas Contest.

ENDOWMENTS

The Institute has an endowed Professorship, Center Directorship and Entrepreneurship Scholarship. It also has a general endowment to support overall operations.