

Entrepreneur EDU

student-focused, state-of-the-art
entrepreneurial programs
for undergraduates



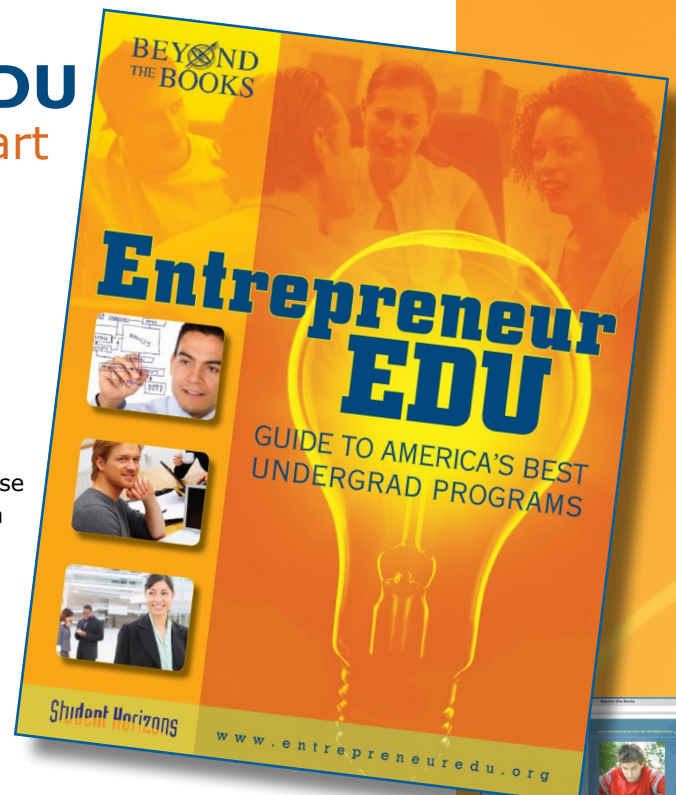
The 2009 guidebook and website profile colleges and universities across the United States that have developed the very best undergraduate academic programs encouraging innovation and entrepreneurship among students. These colleges and universities have earned a

reputation for teaching students how to identify opportunities to acquire the skills to develop successful, new ventures that improve the world for all of us.

These students who immerse themselves in these hands-on experiential teaching courses learn to take risks and improve all areas of the market including non-profits, government agency organizations, family and small businesses, corporations, and start-up companies.

The guidebook and accompanying website will serve as a national clearinghouse of undergraduate entrepreneurial programs assisting both parents and high school students with decisions during the college application process and secondary school counselors in their recommendations of schools.

The entrepreneurial programs featured in the guidebook will offer different levels and types of entrepreneurship education including identifying colleges and universities with majors, minors, certificate programs, and concentrations in entrepreneurship. Each of the programs profiled encourage innovation and entrepreneurship among students through dedicated faculty, cutting-edge teaching styles, experiential activities, and an ability to think outside-the-box.



Guidebook and Website



"Entrepreneurs identify business opportunities in the marketplace, come up with creative solutions through learned knowledge and principles, and risk it all to make the idea work. Entrepreneurs develop new markets; discover new sources of materials; mobilize capital; introduce new technologies; and create jobs."

"Social entrepreneurs create solutions to immediate social needs using characteristics and techniques often found in traditional business entrepreneurship including an emphasis on innovation and the utilization of time-tested business theories and practices to make social change. Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur judges success in terms of the impact on society. Social entrepreneurs often work through nonprofits, citizen groups and in private and governmental sectors."

The programs in the guide will recognize the interdisciplinary value of entrepreneurship and holistically apply the skills of traditional business disciplines and entrepreneurial opportunities. The guidebook will feature a front articles section, a quick reference directory of selected schools, as well as a section of individual college profiles. **Entrepreneur EDU** will be published in the Spring of 2009!

Entrepreneur Edu is being produced by *Beyond the Books*, an initiative of Student Horizons, Inc., that believes that the quality of the educational experience is enhanced by experiential learning: research projects, internships, community service and service-learning, study abroad, leadership programs, entrepreneurial training, and living learning communities. In 2008, *Beyond the Books* published the *Guide to Service Learning Colleges and Universities*.

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