

The Clemson M.B.A. in Entrepreneurship and Innovation



From Idea to business in 365 Days

Clemson M.B.A. - A New Approach

The Clemson M.B.A. in Entrepreneurship and Innovation is a one-year intense experiential program where students begin with an idea, apply rigorous business principles, and graduate with both an M.B.A. degree and a market-ready business.

Are you an aspiring entrepreneur? Do you want to turn your business ideas into reality?

- **Real World Start-Ups** – Students will graduate ready to launch their own businesses, which will be registered in the state of S.C. by noted law firm Nelson Mullins. The May term culminates in an investor “Road Show” where you pitch your business plan in three different cities in an effort to fund your start-up.
- **Rigorous & Experiential Curriculum** – You not only learn accounting fundamentals, term sheet financing, legal structure, rapid prototyping, technological innovations and search engine optimization, but also apply these lessons to your own start-up venture.
- **Entrepreneurial Resource Network** – Clemson has recruited a community of 75 mentors who act as work and life coaches for our 25 start-up entrepreneurs. The 3:1 mentor-to-student ratio fosters the growth of deep and meaningful relationships.
- **World Class Faculty** – Our faculty is led by Spiro Professor of Entrepreneurial Leadership Bill Gartner, Professor Greg Pickett, and Dr. David Wyman. Most classes are team-taught by professors and entrepreneurs for a comprehensive learning experience.

The Clemson University M.B.A. in Entrepreneurship and Innovation is a new kind of degree for the innovation economy. It combines the foundational M.B.A. skill set required by innovative corporate managers with the creative experiences, technological toolkit and start-up network required to develop innovative start-up businesses. This dual recipe produces graduates who are prepared to turn their ideas into action in 365 days!



1991 Clemson alum Kirk Hawkins, Founder of ICON Aircraft and 1982 Clemson alum Jane Robelot, TV News anchor and co-founder of CarolinaZoom TV.

Phil Yanov



“This program is designed to help generate high impact entrepreneurs—I wish it was available years ago.”

Phil Yanov is a Technologist, Columnist and Public Radio Commentator. He is the founder of Tech After Five as well as the founder and President of the GSA Technology Council. His personal technology column appears in Greenville Business Magazine and the Columbia Business Journal. He co-hosts the Your Day technology shows heard on NPR radio stations across South Carolina. He was recently named among Greenville, S.C.'s fifty most influential people. In addition, Phil is the co-chair and conference director of the South Carolina CIO and Executive IT Forum.

Melinda Davis Lux

“I work with entrepreneurs every day—we need this program to help accelerate their development.”

Melinda Davis Lux is an attorney at Wyche, P.A. who focuses her legal practice on complex corporate transactions including structuring, negotiating and documenting business acquisitions and divestitures. She is a member of Wyche's Entrepreneur Services practice group, through which she has served as legal counsel to a variety of start-up companies. She is also an Adjunct Professor at Clemson University and has taught courses on entrepreneurship and business negotiations. Melinda is a graduate of Yale Law School and received her M.B.A. from Clemson University.



Woody Bryan



“I am excited by the potential of high tech entrepreneurs within this program.”

Jones “Woody” Bryan, Ph.D. serves as Vice President of Business Development, Licensing of Supernus Pharmaceuticals, a specialty pharmaceutical company dedicated to improving the lives of people suffering from diseases of the central nervous system (CNS). Dr. Bryan received his B.S. degree in Zoology from Clemson University, Ph.D. degree in Pharmaceutics from the Medical University of South Carolina in 1991, and an Executive Management Certificate from the University of North Carolina Kenan-Flagler Business School in 1999.

Entrepreneurial Resource Network

Clemson University has ties to the thriving business community in upstate South Carolina. Through our close relationships with businesses in the area, we are able to offer students access to venerable corporations and innovative start-ups. You will form strong bonds with the powerful business community to create a network that will propel your new business from start-up to success.

John Warner

John Warner is founder and publisher of Swamp Fox: News of the Southeastern Innovation Corridor, and manager of InnoVenture events to build communities of innovation. John is also the co-founder of Hoowaki; who develop microtechnology for improved, functional surfaces on extruded products and processes. He is a Principal in TiBA Solutions, LLC, an information technology solutions provider. John is on the Board of the S.C. Venture Capital Fund. He is President and Co-founder of Capital Insights, LLC, a Greenville, S.C. venture capital firm, and from 2000-2005 was Chairman of its most successful portfolio company, Earth Fare, Inc., a southeastern chain of organic grocery stores. From 2000-2005, he was Vice President of Strategy and Communications for KEMET Corporation. He holds numerous other business and community leadership positions.



“All too often, I have witnessed start-up companies that had very innovative products; however, they stagnated because they simply did not have access to the support a wide-reaching network offers to the entrepreneur.”

Are there internship opportunities within the network?

Yes! The Clemson M.B.A. program lines up a summer internship for each student in the Upstate. There is also an evening leadership class in the summer that brings the cohort together on a weekly basis.

world class faculty

“The Clemson University M.B.A. in Entrepreneurship and Innovation is a new kind of degree for graduate students. We offer our students the opportunity to bring their ingenious ideas to the marketplace, while providing the foundational M.B.A. skill set to help them grow as future corporate leaders. This dual learning outcome ensures that our students are prepared to become leaders in the new innovation economy.”

- Greg Pickett, Associate Dean & Director of Clemson M.B.A. Program

Meet Matt Dunbar



Matt is Managing Director for the Upstate Carolina Angel Network (UCAN) and is responsible for the day to day operations of the organization. He holds a BS in Chemical Engineering from Clemson University and an M.B.A. and Masters in Education from Stanford University. Matt has previously been a strategic management consultant with The Boston Consulting Group in Atlanta and a manufacturing and plastics engineer with Eastman Chemical Company in Kingsport,

Tenn. Matt teaches entrepreneurial applications for basic financial concepts including various forms of funding and raising capital in MBA 872: Venture Finance.

Meet Bill Gartner

William B. Gartner is the Arthur M. Spiro Professor of Entrepreneurial Leadership at Clemson University. Prior to Clemson, he was at the University of Virginia, Georgetown University, San Francisco State University and the University of Southern California. He is the 2005 winner of the Swedish Entrepreneurship Foundation International Award for outstanding contributions to entrepreneurship and small business research. His research focuses on entrepreneurial action—the kinds of behaviors that result in the successful transformation of opportunities into profitable businesses and fast failure—techniques for learning in uncertain and unstable environments. Bill teaches MBA 840: Entrepreneurship and Venture Management.



Meet Gail DePriest



Gail DePriest is a Master Coach and has coached top business leaders from BMW and Michelin North America to Europe and Central America. As an experienced entrepreneur and business leader, Gail has received numerous awards throughout her career including the National Society for Human Resources Management Workplace Readiness Innovation Award, the National GMAT TEAM M.B.A. Service Award and the Adecco Chairman's Award for Outstanding Achievements in Corporate and Public Life. Gail co-authored the Dean's Leadership Certificate Program and directs Leadership Development for students in the M.B.A. in Entrepreneurship at Clemson at the Falls. Gail teaches MBA 881: Ethics and Leadership.

Meet David Wyman

David Wyman is a successful entrepreneur with over 50 inventions licensed to toy companies and is the Associate Director of the Spiro Institute of Entrepreneurial Leadership at Clemson University. A passionate teacher, Dave was selected “Professor of the Year” by the University of San Diego business students in 2006 and won the “Excellence in Teaching” award for undergraduate students at Clemson University in 2011. He has a B.A. (honors) in economics from Queens College, Cambridge University, an M.B.A. from Cranfield University, and a Ph.D. from University of Aberdeen in Scotland. David teaches MBA 899: Creativity, Innovation and Entrepreneurship.



Does the faculty include practicing entrepreneurs?

Yes! Our professors are a combination of traditional faculty and qualified entrepreneurs who have contributed greatly to the field of entrepreneurial study. Most of our classes are team taught by entrepreneurs who have experienced the challenges of running a new venture.



classroom Experience Like No other

The M.B.A. Entrepreneurship and Innovation program is designed for exceptional students that truly want to start their own ventures. Our rigorous and immersive classroom experience enables the student to graduate with a Clemson M.B.A. within the calendar year. Students should be prepared to devote the majority of their weekend to continuing their academic studies. A detailed schedule of a typical day is provided on the next page.

What are Network Mondays?

Every Monday evening students have the opportunity to interact with mentors both individually and in groups. These mentors provide guidance and critical feedback to help the students fulfill their entrepreneurial potential. The Entrepreneurial Resource Network includes 75 seasoned entrepreneurs who can help students in areas ranging from personal coaching to selling in international markets.

Tell me more about Venture Fridays.

The M.B.A. in Entrepreneurship and Innovation includes a monthly off campus site visit that provides an exciting entrepreneurial experience. The activities include a team building visit to the BMW Performance Driving School, site visits to the NEXT entrepreneurial center, international symposiums, and elevator pitch competitions. The May term culminates in a grueling three week Investor Road Show where students pitch their business plans in three different cities and can earn cash prizes totaling \$40,000 to help fund their start-ups.

How is the spring semester different?

The Spring M.B.A. schedule complements the Fall M.B.A. Schedule with a greater reliance on an incubator experience whereby foundational theory continues to grow, but is applied to a student's start-up.

Do we have the opportunity to engage with the Entrepreneurial Resource Network?

Yes! In addition to Network Mondays and Venture Fridays, the M.B.A. program offers a working lunch series that is a dedicated time for students to work on their start-ups with expert coaching assistance from our Entrepreneurial Resource Network. For example, the web development studio is run by young, successful developers and is designed to optimize the student's business website. Other lunch studios focus on fundraising techniques for new ventures and advanced multi-media presentation skills. Every Wednesday, Clemson invites a seasoned entrepreneur to lunch with the M.B.A. students and to share stories of success and failure. We believe that these experiential activities help students create entrepreneurial strategies to deal with uncertain and unstable environments.



summer

Course	4 Credit Hours	Orientation: Entrepreneurial Mindset
MBA 881	Ethics and Leadership (1)	Leadership and soft skill training
MBA 888	Entrepreneurial Internship (3)	Students will undertake a three credit entrepreneurial internship

Rocket Pitch #1 Competition

fall

Course	15 Credit Hours	Building Business Insights
Entrepreneurial Thinking		
MBA 899	Special Topics in Entrepreneurship (3)	Special topics range from growing family-owned businesses to corporate entrepreneurship to services marketing
MBA 840	Entrepreneurship and Venture Management (2)	Techniques, skills, problems, and advanced concepts of entrepreneurship and venture management
MBA 852	Social Entrepreneurship (1)	Embracing sustainability and hybrid entrepreneurship principles
Managerial Design		
MBA 843	Entrepreneurial Accounting (2)	Basic accounting techniques and integrating accounting principles into everyday business activities
MBA 844	Entrepreneurial Law (1)	Entrepreneurial legal issues from setting up a new business to protecting intellectual property
MBA 851	Operations and Logistics (1)	Production, design, safety, environment, and logistics
Marketing and Communications		
MBA 848	Entrepreneurial Marketing and Digital Strategies (3)	Basic marketing principles and digital strategies such as web optimization and social media
MBA 831	Communication and Sales (2)	Elevator pitches, presentations and sales strategies

Rocket Pitch #2 Competition

spring

Course	14 Credit Hours	Advanced Business Learning
Sustainable Disruption		
MBA 849	Entrepreneurial Strategy (3)	Case-based class focused on the applications of strategic thinking and best practices in new ventures
MBA 847	New Venture Creation (2)	Students work to set up a new venture, build networks, and create a business plan
Creating the Future		
MBA 845	Management of Technology and Innovation (3)	Study the strategies and best practices employed in technology and new product development
MBA 899	Creativity, Innovation, Entrepreneurship (3)	Creativity and innovation in entrepreneurship and business
Funding the Opportunity		
MBA 872	Venture Finance (3)	Basic financial concepts and entrepreneurial applications including various forms of funding and raising capital

maymester

Course	3 Credit Hours	Business Plan Competition
MBA 834	Business Plan Capstone (3)	Students work to finalize business plans and give final presentation to a group of business leaders who will award \$40,000 to the best business proposals

All In a Day's Work

Our comprehensive curriculum provides students with essential knowledge of business management, combined with practical opportunities to hone entrepreneurial skills. During the course of study you will apply the knowledge gained toward refining and perfecting your business plan. You will also have numerous opportunities to present your plan to experienced entrepreneurs. Students are expected to dedicate approximately 60 hours per week to combined individual, group, and experiential study.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:00am	Study Group	Study Group	Study Group	Study Group	Study Group
8:30am					
9:00am	Management of Technology and Innovation	Entrepreneurial Accounting	Communication and Sales	Entrepreneurial Marketing and Digital Strategies	Entrepreneurship and Venture Management
9:30am					Entrepreneurial Law
10:00am		Working Lunch: Entrepreneurs in the Round	Working Lunch: Web Design Lab	Including Entrepreneur Site Visits, Simulation Lab, or BMW Racing Experience	
10:30am					
11:00am	Working Lunch: Presentation Design Studio	Working Lunch: Venture Finance Workshop	Working Lunch: Entrepreneurs in the Round	Working Lunch: Web Design Lab	Venture Fridays
11:30am					
12:00pm	Study	Study	Study	Study	Including Entrepreneur Site Visits, Simulation Lab, or BMW Racing Experience
12:30pm					
1:00pm					
1:30pm					
2:00pm	Network Mondays				First Fridays Speakers
2:30pm					
3:00pm					
3:30pm					
4:00pm					
4:30pm					
5:00pm					
5:30pm					
6:00pm					

*All times & schedules are tentative and subject to change.

Investor Road Show

The May term culminates in an investor "Road Show" where students pitch their business plans in three different cities to help fund their start-ups. Students are also presented with a special opportunity to pitch to S.C. Launch for seed capital of up to \$200,000.

Frequently Asked Questions

We hope to answer any questions you have about the Clemson M.B.A. in Entrepreneurship and Innovation below. If you have additional questions, please visit www.clemson.edu/mba or email us at mbaprogram@clemson.edu.

How long does it take to complete the program?

The M.B.A. in Entrepreneurship and Innovation is a 36 credit, one-year, intensive program.

What will my class load be like?

You should expect to dedicate yourself to approximately 60 hours per week of combined individual, group and experiential study. This program is expressly designed for start-up entrepreneurs; so, students should expect a considerable time outlay in order to create a fully functioning business.

Why should I obtain an M.B.A. in Entrepreneurship and Innovation?

Unlike other entrepreneurship courses, you come in with a business idea, apply the latest business fundamentals to test the feasibility of your concept, improve it with the help of our extensive entrepreneurial resource network of business coaches, and then bring the concept to market. The premise is that all students will exit the program not only with a business plan, but also a viable operating registered LLC business.

What if my idea changes as I progress through the program?

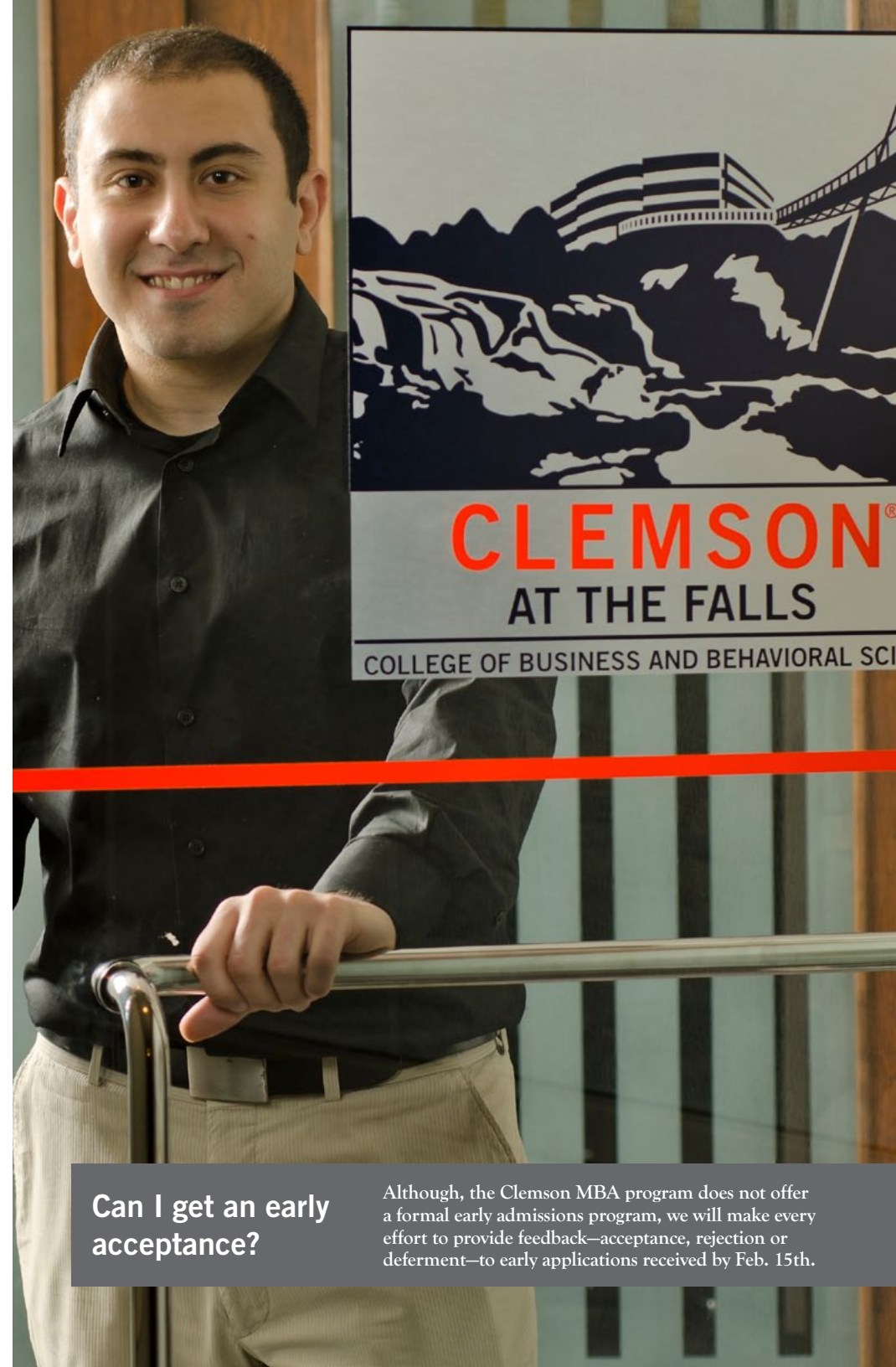
We expect that the students' initial business concepts will evolve as they progress through the program. Knowledge gained in the classroom as well as feedback from mentors and potential investors will help students shape the final business into something that may be very different from their initial idea. Since the program is very individualized, the degree of change will vary from student to student. In some cases, the changes may be slight. Whether their initial idea changes a little or a lot, the program is designed to help the student create the strongest foundation possible for their new venture.

How do I find mentors?

Our Entrepreneurial Resource Network provides a world class resource of 75 outstanding entrepreneurs and business leaders. These "coaches" are available to students in the M.B.A. program and provide real world expertise in matters ranging from patent protection to search engine optimization. The program includes a weekly networking session, Network Mondays, where students connect with seasoned entrepreneurs.

What experiential learning activities are offered?

In addition to Network Mondays, the M.B.A. in Entrepreneurship and Innovation incorporates working lunch studios where students hone experiential skills that are critical success factors for start-up businesses. Studios focus on web development, venture fundraising and multi-media presentations. Finally, a seasoned entrepreneur hosts the "Entrepreneurs in the Round" speaker series every Wednesday. Overall, a distinctive element of the M.B.A. is its emphasis on experiential learning that is directly applicable to the students' own start-up ventures.



Can I get an early acceptance?

Although, the Clemson MBA program does not offer a formal early admissions program, we will make every effort to provide feedback—acceptance, rejection or deferment—to early applications received by Feb. 15th.

More Frequently Asked Questions

Where is the CATF campus?

Clemson at the Falls is a vibrant center for business education nestled in downtown Greenville. The Liberty Bridge, overlooking the historic waterfalls, provides a convenient pedestrian walkway to the charms and restaurants in the heart of Greenville.



Am I required to complete an internship?

Yes, the Clemson M.B.A. program lines up a summer internship for each student in the Upstate. There is also an evening leadership class in the summer that brings the cohort together on a weekly basis.

How do I find seed capital?

The May term culminates in a grueling three week investor "Road Show" where students pitch their business plans in three different cities and can earn cash prizes totaling \$40,000 to help fund their start-ups. Students are also presented with a special opportunity to pitch to S.C. Launch for seed capital of up to \$200,000.

Is work experience considered when Clemson evaluates applicants to the M.B.A. in Entrepreneurship and Innovation program?

It is not necessary to have work experience in order to be a candidate for our program. In fact, many great entrepreneurs started their businesses straight out of school. However, it is essential that all applicants have a business idea, and you will be required to submit a short 'Elevator Pitch' presentation about your business idea during the application process.

Is the program cohort-based?

Yes, the class size will consist of approximately 25 student entrepreneurs. The small class size ensures a high degree of student to professor interaction. Additionally, each class will be taught or team taught by at least one entrepreneur. The program also includes Venture Fridays with specific activities to help build cohort cohesion. Venture Fridays feature monthly site visits to leading entrepreneurial businesses, simulation labs, and team-building activities such as the BMW Racing Experience.

What is the cost?

The M.B.A. in Entrepreneurship and Innovation program is a special one year program with a set fee of \$28,500 that applies for both in-state and out-of-state residents.

When does the program start?

Orientation begins on June 4, 2012. The first cohort will begin classes in June, 2012. We will begin accepting applications in mid-November, 2011.



Innovative Corporate Managers

International companies such as BMW, Michelin, and Milliken recruit students with Clemson M.B.A.s. The M.B.A. in Entrepreneurship will help in the leadership development of innovative corporate managers.

How to Apply

The Clemson M.B.A. in Entrepreneurship and Innovation program is designed for students who display the potential to create successful and innovative businesses. We look for candidates with great business ideas, creativity and leadership potential who will bring their unique skills and perspective to the course.

Admission criteria

Elevator Pitch Presentation

All applicants are required to complete a one slide PowerPoint presentation and a one page executive summary outlining an elevator pitch of their cool idea for a new business venture. This Elevator Pitch Presentation is required to establish that all applicants have a business idea they wish to develop, and to guide us in pairing them with mentors who can help them achieve their business goals.

Academic Aptitude

The business school will review all transcripts to assess academic ability. We do not have a minimum GPA requirement; however, due to the intensive nature of the course, a GPA of 3.0 is recommended.

Exams

All applicants are required to complete the GMAT. International students (with the exception of students from the United Kingdom, Canada or Australia) will be required to submit their IELTS or TOEFL scores.

Please contact us at mba@clemson.edu or visit www.clemson.edu/mba for a list of application requirements.

CLEMSON[®]
MASTER OF BUSINESS
ADMINISTRATION

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