

# SPEARS BUSINESS ENTREPRENEURSHIP

#SPEARSBIZBOUND



SPEARS SCHOOL  
OF BUSINESS

Entrepreneurship is the process of designing, launching and running a new business, or recognizing opportunities for innovation within an existing firm. Our program focuses on four areas: developing an entrepreneurial mindset, learning how to launch a business, learning how to manage and grow a small or family business, and leading change in an existing organization.

Available Option: *Accelerated MBA Program*

## Entrepreneurship Insights:

52 companies started by our undergraduate students in the past five years

3.4 million total dollar amount raised by the 52 companies

One of the Top 25 programs in the nation according to the Princeton Review

The Riata Seed fund - \$330,000 fund that invests in student startups

**Student Organizations:** Entrepreneurship Club, Free Enterprise Society



## Companies Hiring Our Graduates:

- Bank of Oklahoma
- Cerner Corporation
- Edward Jones
- Fossil Group, Inc.
- Hoboken Coffee Roasters
- Limitless Marketing
- Trident Construction
- Aflac
- Mission Tortillas

## Career Paths:

- Starting a business
- Small or family business management
- New business/product development



## Major Specific Course Curriculum:

### Social Entrepreneurship:

An examination and application of entrepreneurial concepts and principles that address social needs such as hunger, homelessness, environmentalism, disease, and inadequate access to education. Exploration of unique challenges and approaches for developing and implementing viable business models for social ventures.

### Emerging Enterprise Consulting:

Students nearing the end of their studies work in teams in addressing problems and opportunities within existing entrepreneurial ventures. Using an established methodology, teams work with local entrepreneurs in establishing priorities and producing tangible deliverables that solve business needs.

### Venture Capital:

Focus on how entrepreneurs raise and manage working capital in emerging enterprises. Students examine the sources of financing for start-ups and early stage ventures. Attention devoted to determining financial needs of new ventures, determining valuations, and formulating deal structures.



## SPEARS STUDENT EXPERIENCE A Day with: Rachel B. | Entrepreneurship

- Wake up and bike to my Social Entrepreneurship class where we discuss the creation of new ventures to help solve world hunger.
- Send emails to potential investors for my start-up at the Riata Center Incubator.
- Work in the Riata Center creating social media posts to promote upcoming start-up competitions.
- Attend Spears Scholar Leader meeting where we deliver our final study abroad country reports.
- Examine the difference between a charity and philanthropy in Fundraising for Nonprofits class.

