

Infusing Entrepreneurship into Campus Culture Through Faculty Development Workshops

Perry Binder & Leonard A. Jackson



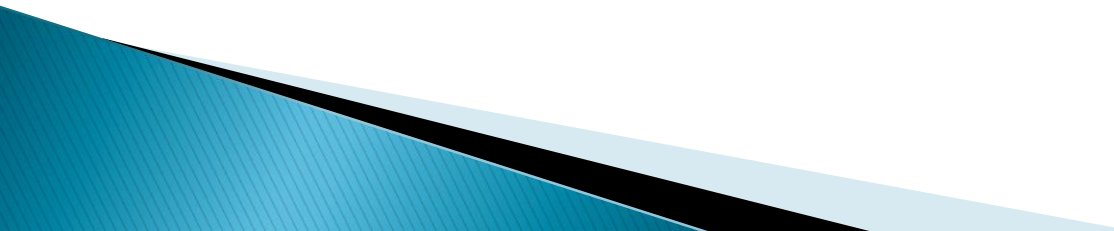
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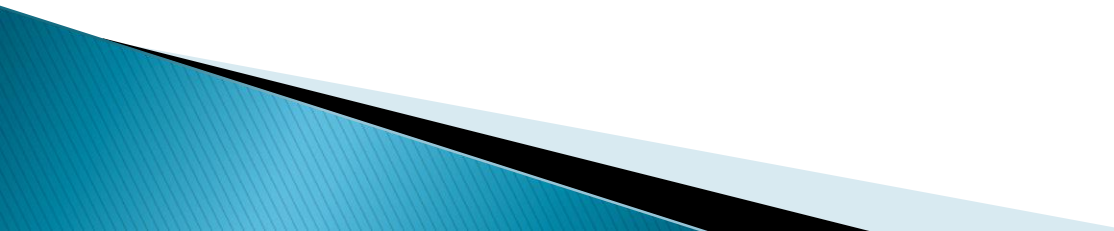
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University Entrepreneurship Major, 2018

- ▶ Minor across campus for a few years prior to 2018
 - ▶ University President's vision to spur interest in Entrepreneurship campus-wide
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Three Faculty Development Workshops

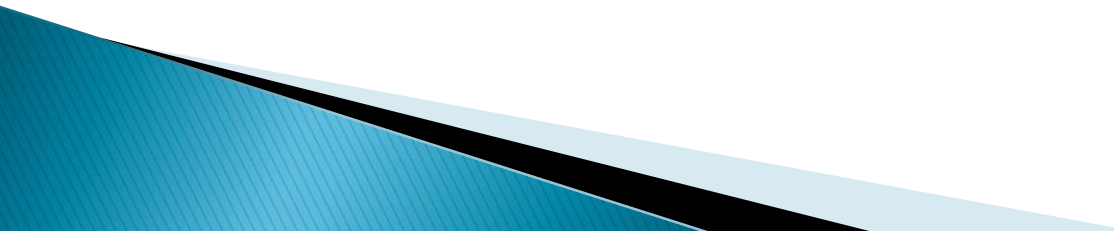
May 2018: Five Day Sessions

- ▶ 1 – Translating discovery into products and enterprises for scientists
 - ▶ 2 – Learning, and learning to teach, problem-based learning and design thinking methods
 - ▶ 3 – Main Street Entrepreneurs – the business side of entrepreneurship and innovation
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The Authors

- ▶ Leonard (Entrepreneurship professor) fully designed, developed, and presented the Main Street Entrepreneurs track
- ▶ Perry (Legal Studies professor) was a workshop participant and presenter on common legal issues for entrepreneurs

Main Street Entrepreneurs (May 2018)

- ▶ This track is expected to draw faculty from business and social sciences, as well as other academic disciplines. Participants might have ideas for products and enterprises, but lack basic knowledge of accounting, business regulations, fundraising and intellectual property rights.
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Leonard's Main Street Entrepreneurs Program – Themes and Topics


	Day 1	Day 2	Day 3	Day 4	Day 5
Themes	Entrepreneurship & Innovation Fundamentals	Establishing a Sound Market Presence	Relevant Models & Plans	Funding & Selling Your Idea in a Responsible Manner	Entrepreneurship & the Innovative University
Session 1	Opportunity Identification & Value Assessment	Entrepreneurial Marketing to Gain Traction	The Business Model: Margin, Burn and Volume	Venture Financing	Entrepreneurship & the Entrepreneurial University
Session 2	Concept Development	Branding	Pricing, Revenues, Costs	Ethical Issues in Entrepreneurship & Innovation	Pitching Project Ideas
Session 3	Innovation Management	Advertising & Promotion Strategies	The Business Plan	Fundamentals of Social Entrepreneurship	Pitching Project Ideas
Session 4	Legal Foundation & Protection – Perry	Channel Management	The Business Plan	Developing Vibrant, Captivating and winning Pitches	Pitching Project Ideas (uVenture)

La legge è uguale per tutti



The law is equal for all

Perry's Law Essentials for Entrepreneurs

- ▶ **Common law mistakes committed by entrepreneurs**
 - ▶ Choosing an appropriate business entity
 - ▶ Conducting a thorough trademark search before incorporating
 - ▶ Securing a corporate name does not equal trademark protection
 - ▶ Writing a Shareholder Agreement prior to conducting business
 - ▶ Using Work for Hire agreements when hiring independent contractors
 - ▶ Level of legal protection available for a startup, with a simulated \$10,000 budget (Professors) versus a mere \$500 (Students)
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Faculty Demand for Workshops

▶ Faculty Incentives

Tracks	Number of Applicants	Accepted	Acceptance Rate
Problem-Based Learning	27	21	78%
Mainstreet Entrepreneurship	27	17	63%
Translating Discovery	16	13	81%

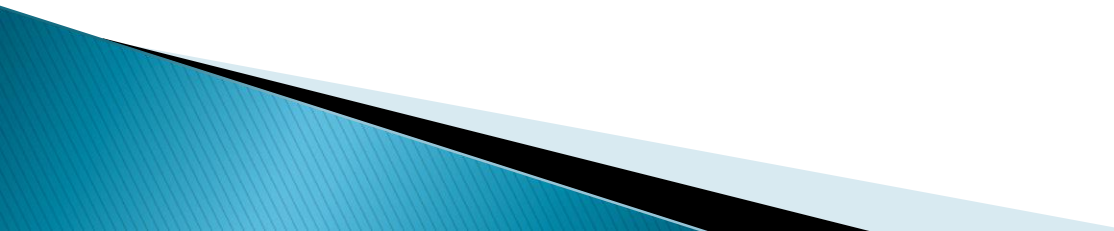
Participants' Academic Rank

Academic Rank	Number of Participants
Associate Professor	15
Assistant Professor	10
Full Professor	10
Lecturer	4
Clinical Assistant Professor	3
Research Assistant Professor	2
Associate Director	1
Associate Dean, faculty rank not listed	1
Clinical Associate Professor	1
Clinical Instructor	1
Senior Lecturer	1
Undisclosed	2
Total	51

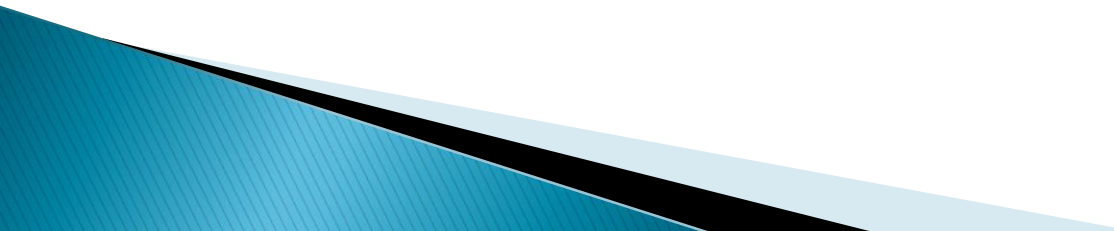
Day 5 - The Pitch



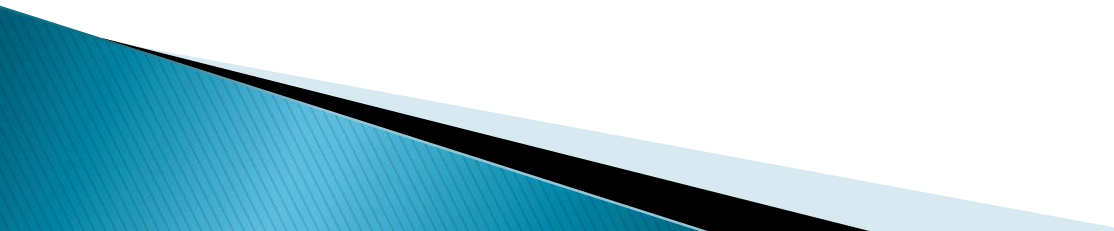
Qualitative Data (Jan. 2019)

- ▶ Pitch Partners
 - ▶ 1 – Briefly describe your overall experience in the workshop.
 - ▶ 2 – What was your most important takeaway/s.
 - ▶ 3 – Have you taken any steps (big or small) to starting a business (please explain).
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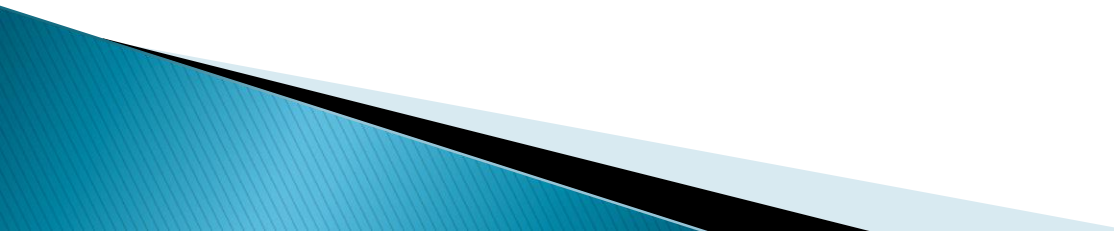
Pitch Partner 1

- ▶ 1 – informative and stimulating
 - ▶ 2 – starting a business is complicated yet still an attainable goal
 - ▶ 3 – I'm working on a business plan so that I can approach investors in the coming year
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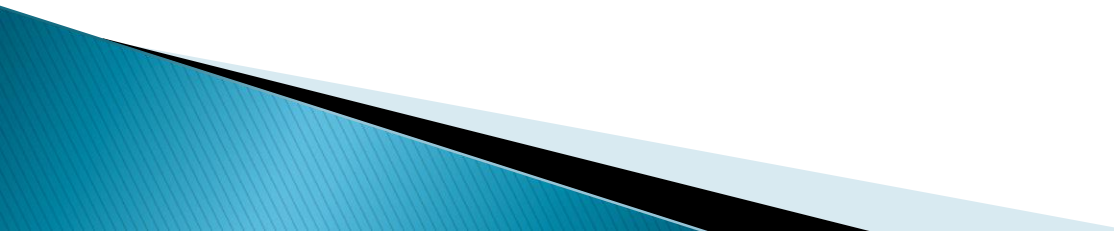
Pitch Partner 2

- ▶ 1. Very positive
 - ▶ 2. The most important takeaway was that I can be one of "those people." Each of us can see opportunities and take steps toward filling those.
 - ▶ 3. I have continued to talk about entrepreneurship—thinking with my students and my colleagues.
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Pitch Partner 3

- ▶ 1 – opportunity to interact with colleagues from across campus
 - ▶ 2 – Important and practical nuggets
 - ▶ 3 – Opportunity to submit a contract proposal to a large [] NGO for which I am currently in negotiations
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2019 and Beyond

- ▶ **Real world ways** to promote potential businesses, and opportunities to enhance course curricula with entrepreneurship concepts.
 - ▶ Workshops “planted seeds” university-wide, by engaging **51 faculty ambassadors** to infuse entrepreneurship into the campus culture.
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