



## Baylor/Community Entrepreneurial Resource

### John F. Baugh Center for Entrepreneurship

- FastTrac Entrepreneurship Training Program
- The Innovation Evaluation Program
- Institute for Family Business
- Texas Family Business of the Year
- Baylor International Entrepreneurship Study Abroad Program

### Institute of Emerging Technologies

- Cooperation with Center for Entrepreneurship
- Serve as umbrella for a technology incubator

#### Key areas:

- Electronic Commerce
- Knowledge Management (Data mining & warehousing)
- Geographical Information Systems
- Performance Improvement Technologies

### Center for Private Enterprise

- Economic curriculum development for elementary & secondary students
- Leadership in Free Enterprise (L.I.F.E.)

### Special Programs

- Entrepreneurship Theory & Practice Journal
- Entrepreneurship Intern Program
- Edward Jones New Venture Challenge (Bus 1301)

- B.E.S.T. Program– Business, Excellence, Scholarship and Team.
- B.A.R.I. – Baylor Advanced Research Institute (under development)

### Professional Organizations

- Association of Collegiate Entrepreneurs (ACE)
- Students in Free Enterprise

### Links/Resources

- Centers for Entrepreneurship
- Technology Transfer
- Family Business
- Entrepreneurial Links

<http://www.baylor.edu/business/entrepreneur/index.php?id=23777>

### Courses in Entrepreneurship

#### Hankamer School of Business

#### Undergraduate

- Starting & Managing a Business (ENT 3315)
- Venture Initiation (ENT 3320)
- Entrepreneurial Finance (ENT 4310)
- Entrepreneurial Field Studies (ENT 4325)
- Innovation and Change Management (ENT 4330)
- Negotiating and Conflict Resolution (MGT 4320),
- Managing the Family Business (ENT 4320),
- Technology Entrepreneurship (ENT 4340),
- International Entrepreneurship (ENT 4350),

- Internship in Business (BUS 4395), or
- Social Entrepreneurship and Economic Development (MGT 4350)
- Internship in Business (BUS 4395)
- Special Studies in Entrepreneurship (ENT 4398)

### **Graduate**

- International Entrepreneurship (ENT 4350)
- Entrepreneurial Behavior & Skills (ENT 5315)
- Entrepreneurial Finance (ENT 5320)
- Entrepreneurial Finance The Process of Entrepreneurial Investing From Startup to Exit (ENT/FIN 5329)
- The Entrepreneurial Startup: Opportunity Recognition and Venture Launch (ENT 5332)
- Creating Value through Growth and Harvest (ENT 5333)
- Seminar in Business Plan Case Competition (ENT 5334)
- Entrepreneurial Field Studies (ENT 5335)
- Technology Entrepreneurship (ENT 5340)
- Seminar in Mergers and Acquisitions (ENT 5363)
- Thesis (ENT 5V99)

### **Related Courses**

#### **Undergraduate**

- Great Texts in Business (GTX 3351)
- Business Ethics (PHI 2370)

#### **Graduate**

- Private Equity Financing (FIN 5220)

### **Scholarships for Students majoring in Entrepreneurship**

- Charles R. & Janice M. Adams Entrepreneurship Scholarship
- Kay & Don Elliott Scholarship
- John Graham Jones Scholarship Fund in Entrepreneurship
- Winston Wolfe Endowed Scholarship in Fund
- James C. & Donna L. Hollon Scholarship
- Dr. Wayman Spence Scholarship
- Charles Franklin Worrell, III Memorial Fund
- Willis Family Scholarship Fund
- Bill & Eva Williams Scholarship Fund
- John Weldon Youngblood Memorial Fund
- Scott J. Susannah Spence Salmans Scholarship
- Tartaglino-Richards Family Scholarship

<http://www.baylor.edu/business/management/index.php?id=26504>

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## Outside Baylor Resources

### **MCC Small Business Development Center**

Free Assistance in:

- Business Plan Preparation
- Sources of Financing
- Business Development & Marketing
- Education & Training
- Personnel & Regulations
- Strategic Planning

<http://www.mclennan.edu/sbdc/>

### **Business Resource Center**

Services include:

- Small Business Incubator
- Microloan Program
- Business Information Center
- Service Corp of Retired Executives
- Enterprise Community Revolving Loan Fund

<http://www.brc-waco.com/>



## Baylor/Community Entrepreneurial Resources -Explained

### John F. Baugh Center for Entrepreneurship

Support local and national business community to facilitate new business and further the goals of established businesses

<http://www.baylor.edu/business/entrepreneur/>

- **FastTrac Entrepreneurship Training Program**



TAKE CHARGE OF YOUR BUSINESS™  
A program of the Kauffman Foundation of Kansas City

A comprehensive two-track educational program for entrepreneurs. The first track NEWVENTURE is intended for individuals planning to start a business or who are already in the start-up phase. The second track GROWTHVENTURE is designed for entrepreneurs interested in expanding their existing business.

<http://www.baylor.edu/business/FastTrac/>

- **The Innovation Evaluation Program**

Give a new product or idea an objective evaluation to help determine the likelihood for commercial success. Any individual, regardless of location, can submit a business idea or invention for in-depth marketability analysis.

<http://www.baylor.edu/business/entrepreneur/index.php?id=24006>

- **Institute for Family Business**

Support family business through programs, workshops, and forums that provide educational resources to help business survive and prosper through generations.

[http://www.baylor.edu/business/entrepreneur/family\\_business/](http://www.baylor.edu/business/entrepreneur/family_business/)

- **Texas Family Business of the Year**

This award recognizes firms whose families demonstrate a commitment to each other and to business continuity through its Annual Texas Family Business of the Year Awards. While this is a state wide competition local firms are encouraged to participate and self nomination is welcome.

Winners are chosen in three general categories:

- Large (> 151 employees) • Medium (51-150 employees) • Small (50 or < employees)

Outstanding firms are also honored in the special categories of:

- Family Values Award • Community Commitment Award • Fastest-Growing Family Business Award • Well-Managed Family Business Award • Founders Award & • Heritage Award

To be nominated a firm must be headquartered in Texas and have one or more of the following characteristics:

- has been owned and operated by different generations of a family
- the potential exists for ownership to be passed on to a younger generation
- more than one member of a family has active employment in an organization owned by a family
- a family holding company which is presently operating a business

Local Winners/Finalists:

2006: • Aldrich & Thomas Group, Realtors – Temple (Founders Award) • A-1 Banner & Sign Company, Inc & Authentic Granite & Marble – Waco (Finalists)

2005: • Skykora Family Ford, Inc – West (Founders Award)

[http://www.baylor.edu/business/entrepreneur/tx\\_family\\_business/index.php?id=24140](http://www.baylor.edu/business/entrepreneur/tx_family_business/index.php?id=24140)

## **Baylor International Entrepreneurship Study Abroad Program**

Located in Maastricht, Netherlands, business students and non-business students work together to create a business idea and strategic plan in a multi-disciplinary and multi-national backdrop. Primary emphasis is placed on marketing concepts, intellectual property issues, economic analysis, and business plan preparation. Other issues include identifying venture opportunities, concept development, market analysis, pricing, budgeting, legal forms of organization, management of team, and business valuation and dilution. A new program is in the works to Study abroad in China similar to the Netherlands opportunity.

[http://www3.baylor.edu/~Mary\\_Abrahams/](http://www3.baylor.edu/~Mary_Abrahams/)

## **Institute of Emerging Technologies**

- **Technology Incubator**

Incubation resource for the commercialization of emerging technologies. Research efforts will be in partnership with the Baugh Center for Entrepreneurship, the School Computer Science and Engineering, the Department of Information Systems, the Department of Communication Studies (Telecommunications Division), and the Waco Chamber of Commerce.

<http://www.baylor.edu/business/iet/index.php?id=23648>

- **Electronic Commerce**

Research and dissemination of new knowledge on cutting-edge advances in technology with focus on educational and practical issues related to the rapidly growing arena of e-commerce. The Center proposes a partnership with regional, national, and global businesses to share knowledge concerning e-commerce with students, educators, business leaders, and leaders in non-profit institutions. Research is needed on how best to implement the newer technologies, the economics of incorporating them into organizations, and managing organization change required to accept the new methods and processes.

<http://www.baylor.edu/business/iet/index.php?id=23651>

- **Knowledge Management (data mining and data warehousing)**

Advancements in the areas of data warehousing, data mining have been applied and related to numbers ranging from generating monthly sales reports to performing advanced statistical procedures to predict customer behavior. Formal statistical theory and data mining is based entirely on numerical data. Today, we are recognizing that information and knowledge can be produced from unstructured text, image, audio, and video data. Some of the challenges relating to nonnumeric data is how to warehouse these types of data and how to develop statistical procedures to mine these types of data to produce information.

<http://www.baylor.edu/business/iet/index.php?id=23654>

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- **Geographical Information Systems**

Used in scientific applications for years, and now emerging as powerful tools to help various science areas and businesses spot new profitable opportunities to refine or improve processes. This will be an interdisciplinary effort with areas such as geology, biology, environmental science and business.

<http://www.baylor.edu/business/iet/index.php?id=23650>

- **Performance Improvement Technologies**

Help corporations develop a systems approach to improving performance in the workplace by using emerging informational technologies to develop and deliver just-in-time, just enough training and development opportunities, then evaluating and disseminating the results to improve the process.

<http://www.baylor.edu/business/iet/index.php?id=23650>

James Moshinskie –Associate Professor Information Systems & Performance Improvement – [James\\_Moshinskie@Baylor.edu](mailto:James_Moshinskie@Baylor.edu) (254) 710-4097

### **Center for Private Enterprise**

Works with the Texas Council on Economic Education and the National Council on Economic Education to promote the understanding of the American Economic System. The Center conducts a wide variety of programs, both on the Waco campus and in St. Petersburg, Russia, designed to improve the understanding of the private enterprise system by elementary and secondary teachers. Special emphasis is placed in those programs on teaching strategies and how economic understanding can be integrated into the curriculum of the school to help all students develop an economic way of thinking and problem solving useful in their lives as knowledgeable consumers, prudent savers, informed investors, workforce members, responsible citizens, and global economy participants. The Center's library has a variety of resources available to educators, including materials and strategies for teaching about entrepreneurship both at the elementary and at the secondary level. In addition to teachers' programs, conferences are conducted for outstanding high school seniors along with workshops, institutes, and graduate level courses.

<http://www.baylor.edu/business/enterprise/>

Kimberly Mencken – Director

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### **Leadership in Free Enterprise (L.I.F.E.)**

Each summer outstanding high school students gather on the Baylor campus for the annual Leadership in Free Enterprise institute. These students receive intensive leadership development training in addition to acquiring a deeper appreciation of the benefits of the Private Enterprise system. This program was awarded Rotary International's highest honor, the Distinguished Service Citation.

<http://www.baylor.edu/business/enterprise/index.php?id=23931>

### **Entrepreneurship Theory & Practice Journal**

Leading scholarly journal in the field of Entrepreneurship studies and is the official journal of the United States Association for Small Business and Entrepreneurship (USASBE).

<http://www.baylor.edu/business/ETP/>

### **Edward Jones New Venture Challenge (Bus 1301)**

This competition required of all business students in the introductory course focuses on development plans for start-up companies designed by the students. They are required to present marketing plans, financial analysis and business strategies for the new



companies to outside judges who act as venture capitalists. The purpose of the challenge is to help students understand what it takes to start and manage a business.

[Larry\\_Chonko@baylor.edu](mailto:Larry_Chonko@baylor.edu)

### **B.E.S.T. Program– Business, Excellence, Scholarship and Team.**

Essentially BEST is an accelerated strategic management course for academically excellent students. The unique two-semester program provides highly motivated students an opportunity to enhance their professional skills through a combination of teamwork, innovative learning methods, field cases, and international exposure. The program focuses on "business" by placing students in different companies where they are exposed to the actual conduct of business and are able to gain genuine work experience.

<http://www.baylor.edu/best/>

### **B.A.R.I. – Baylor Advanced Research Institute (under development)**

The BARI program is currently under development. It seeks to provide assistance to companies either new businesses in the planning phase, businesses looking to expand into the Texas market whether domestic or international or even those who just need additional support. This assistance can be provided by way of business support through the business school, R&D efforts, infrastructure assistance, equipped lab space and special equipment for own use or even provide space for operations.

Contact Dr. Truell Hyde - Professor, Vice Provost for Research, Director of Casper  
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### **Association of Collegiate Entrepreneurs (ACE)**

Promote personal, professional, and social development of student entrepreneurs by providing for interaction among its members, other professionals, and worldwide network of students with similar interests; to facilitate the creation of profitable opportunities for its members; to provide a learning environment for all students who may be interested in self-employment opportunities; and to promote entrepreneurship as a viable career path.

<http://www.baylor.edu/business/management/index.php?id=23961>

### **Students in Free Enterprise**

SIFE is a global non-profit organization active in more than 40 countries funded by financial contributions from corporations, entrepreneurs, foundations, government agencies and individuals. Student teams on university campuses led by faculty advisors are challenged to develop community outreach projects that reach SIFE's five educational topics: Market Economics, Success Skills, Entrepreneurship, Financial Literacy, and Business Ethics. SIFE team members implement programs that create real economic opportunities for members of their communities and then compete on a regional, national and global level to determine the best outreach program ideas.

<http://www.sife.org/>

Contact Mitchell Neubert: [Mitchell\\_Neubert@Baylor.edu](mailto:Mitchell_Neubert@Baylor.edu)



## **Links/Resources**

Access to resources in Centers for Entrepreneurship, Technology Transfer, Family Business, and Entrepreneurial Links.

<http://www.baylor.edu/business/entrepreneur/index.php?id=23777>

<http://www.baylor.edu/business/entrepreneur/index.php?id=24042>

## **Courses in Entrepreneurship**

Baylor boasts a myriad of courses to train the next generation of entrepreneurs “building leaders and not simply careers.” Its entrepreneurship program was ranked 14<sup>th</sup> in the nation assisting students in identifying viable career options in entrepreneurship, expanding their basic knowledge of the entrepreneurial process, and developing a repertoire of venture management skills.

Citizens of the community have the ability to bring ideas to Baylor students who will help develop the idea and make it a commercially viable plan. The undergraduate courses Innovation & Change Management and Technology Entrepreneurship are especially designed for this, but contacting the John F. Baugh Center for Entrepreneurship can answer any questions pertaining to this.

<http://www.baylor.edu/business/management/index.php?id=23946>

Additional courses found in course catalogs on Baylor homepage.

## **Internship in Business (BUS 4395)**

In this course, Baylor students go out into the community and actively work with entrepreneurial companies to help in its operations and in achieving the company’s goals while at the same time developing their own skills.

Businesses interested in being a part of this win-win relationship should contact the John F. Baugh Center for Entrepreneurship.

<http://www.baylor.edu/business/entrepreneur/>

[JDavid\\_Allen@Baylor.edu](mailto:JDavid_Allen@Baylor.edu) or [Mary\\_Abrams@Baylor.edu](mailto:Mary_Abrams@Baylor.edu)

## **Scholarships for Students majoring in Entrepreneurship**

There are a variety of scholarships for students attending Baylor University who are pursuing a major in entrepreneurship within the Hankamer School of Business. Scholarships are awarded on the basis of merit and need with primary consideration given to need.

<http://www.baylor.edu/business/management/index.php?id=26504>

## Outside Baylor Resources

### MCC Small Business Development Center

Serving seven counties: Johnson, Hill, Bosque, Coryell, Bell, Falls, and McLennan County. Promote economic and community development in the seven county service area by fostering the development and success of small businesses providing high quality counseling, training and information consistent with the goals of MCC, SBA, NTSBDC and local partners. **Services** include free Assistance in: Business Plan Preparation, Sources of Financing, Business Development & Marketing, Education & Training, Personnel & Regulations, and Strategic Planning.

<http://www.mclennan.edu/sbdc/>

1 800 349-SBDC or (254) 299-8141

[sbdc@mclennan.edu](mailto:sbdc@mclennan.edu)

### Business Resource Center

Provides assistance to small businesses through services that include:

- **Small Business Incubator**

A facility in which a number of new or growing businesses operate under one roof with below market rents, share services and equipment, and have equal access to a wide range of professional, technical, and financial programs.

- **Microloan Program**

Developed for those times when just a small loan can make the difference. Under this program, loans range from less than \$1000 to a maximum of \$25,000.

- **Business Information Center**

A free reference facility with computer counseling stations, video and audio cassette monitors, and sample business planning guides to help design business ventures. BRC helps direct small businesses to other resources and will also arrange for free counseling services.

- **Service Corp of Retired Executives (SCORE)**

A nonprofit organization dedicated to helping the small business community through no-fee mentoring and business counseling and low-cost workshops. SCORE Association members *volunteer* their time and considerable business expertise to help coach the next generation of entrepreneurs.

- **Enterprise Community Revolving Loan Fund (ECRLF)**

A lending program designed to create and retain jobs for low-income and/or minority persons in the Enterprise Community (Waco, Bellmead and Lacy Lake-view). Funds are available for organizational expenses, site purchase and improvement, equipment purchase, inventory purchases, financing of receivables and other business needs.

<http://www.brc-waco.com/>

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