Center for leading and supporting Scholarship of Engagement and Entrepreneurship Education
Entrepreneurship Education at UW-Platteville

Making Dreams Happen
Entrepreneurship Education

Curriculum Minor

Events, Competitions, Workshops

Student Hatchery
Events, Workshops, and Competitions

Making Dreams Happen

- Extra- or Co-Curricular Opportunities
  - Meet-N-Eat with an Entrepreneur
  - Elevator Pitch Competition
  - Business planning workshops
  - Business Plan Competition
  - Other networking events

- Just under 1,200 attendees over last three years (70% students)
Student Hatchery – Where New Ventures Begin!

Making Dreams Happen

- In place
  - Pioneer Launch Lab (student incubator)
  - CEO Club

- On the drawing board
  - The Shop (Sector 67)
  - E-Team consulting
  - Art studio and gallery
Curriculum Minor in Entrepreneurship

Making Dreams Happen

Minor in Entrepreneurship: Curriculum Structure

Business Track

- BSAD 2330 Leadership & Mgt or AGIN 1500 Intro to Agribusiness
- BSAD 2630 Intro to Marketing or AGIN 2430 Ag Marketing
- ACCT 2010 Financial Accounting

ENTRP 1020: Introduction to Entrepreneurship (3 cr)

ENTRP 2010: The Social Context of Creativity, Innovation and Entrepreneurship (3 cr)
GE: Social Science

Non Business Track

- ENTRP 2030: Accounting and Financing Basics for Non Business Majors (3 cr)
- ENTRP 2040: Management and Marketing Basics for Non Business Majors (3 cr)

Prerequisites for 3050 and 3060:
- ENTRP 1020, 2010, 2030, and 2040
- ENTRP 1020, 2010, and Business track

ENTRP 3050: New Venture Planning: Social, Commercial, Artistic, and Scientific Ventures (3 cr)

ENTRP 3060: New Venture Operations (3 cr)

Electives (6 credits)

- Elective Course (0-3 credits)
- ENTRP 4070: Entrepreneurship Field Experience with capstone reflection (3-6 credits)

Prerequisite: 3050 or 3060

- Internships
- Study Abroad
- E-Team Consulting
- Launch Lab
- Elevator Pitch Comp.
- Business Plan Comp.
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PACCE: Entrepreneurship

AVC, Academic Affairs

PACCE Director
Colleges Reps.
Bus & Acct Dept Head

Entrepreneurship Council

Events and Competitions
Mrkt, Events, PR Coordinator
Part of PACCE

Student Hatchery
Art Gallery Manager
Art Studio Manager
Launch Lab Manager
E-Team Mgr/Leader
Creativity Shop Manager

Curriculum Minor
Curriculum Program Director
Faculty & Reflection Coord
On-going Adjunct Teachers
Adjunct Teachers

Current FTE
Program Functions/Departments
Day to day coordination and management

Strategic Decisions

Minority Entrepren Coord
Entrepreneur-in-Residence

Current FTE
50%
25%
25%
25%
3 years
Questions
PACCE Contacts

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  - Kevin Bernhardt ([bernhark@uwplatt.edu](mailto:bernhark@uwplatt.edu)) 342-6121