



# NURTURING THE SPIRIT OF ENTREPRENEURSHIP

Only 14 cities in the United States have created more jobs than were lost in the recession. Six of those cities are found in Texas, and Houston is leading the charge, not only because of its strength in the energy industry but also due to the entrepreneurial spirit innate to the city.

What better place to foster this spirit of entrepreneurship than in the city's leading business school, the C. T. Bauer College of Business at the University of Houston?

"Through both curricular and extracurricular activities, for both graduates and undergraduates, we are allowing students to experience what it truly means to be an entrepreneur," Dean Latha Ramchand said. "We are connecting students across campus, while connecting the university to the business community. We are spreading our nets wide with

a competitive selection process for its 35-45 accepted students each year.

Bauer entrepreneurship students take courses in revenues, costs and budgets, capital, strategy and perspectives, and business planning and implementation, allowing them to take an idea and convert it into a startup. Coupled with in-class speakers and roundtable discussions with entrepreneurs, students have ample opportunity to make lasting connections.

"Each student in the program is paired with a mentor who is a real-world entrepreneur," said Dave Cook, director of mentoring programs. "This is a chance for the student to form a relationship that grows as they launch their business."

Plans are also underway for the Cougar Venture Fund, giving Bauer MBA students the opportunity to work with an advisory

for Bauer entrepreneurship students.

Student teams form and prepare budgets, financials, business plans and branding before competing with pop-up restaurant stands on campus. They are graded on productivity, execution and total funds raised.

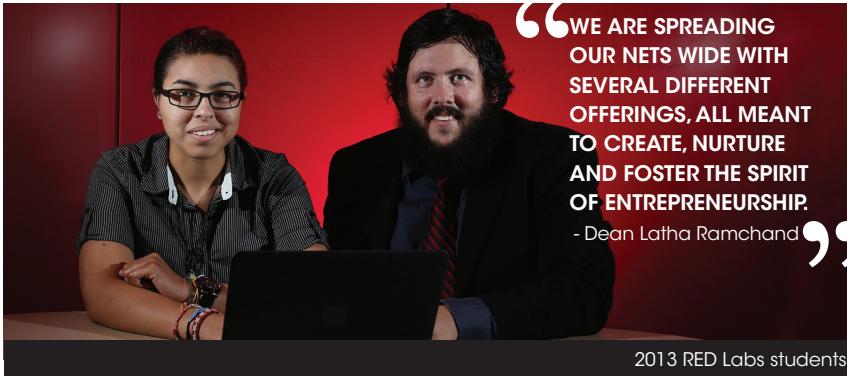
All undergraduate students across campus can also earn a corporate entrepreneurship certificate, learning how to create value for employers and gaining a competitive advantage in today's job market.

Bauer also offers a graduate certificate in entrepreneurship focusing on commercializing technology. Topics covered include intellectual property and legal implications.

Launched this year, RED Labs is housed in Bauer College and serves as the university's technology startup accelerator, giving accepted students access to resources typically unavailable to fledgling companies. During the three-month program, students connect to mentors and learn best practices for legal issues, fundraising, user experience and business models as they grow their companies.

In addition to academic programs, Bauer serves as the hub for entrepreneurial activity on campus and in the city through events designed to promote innovation. Each fall, CougarPitch challenges students, faculty, staff and alumni to present business ideas in two-minute pitches to judges. The best ideas advance to the finals, with the winners in each category taking home a cash prize to invest in their ventures.

Another competition, 3 Day Startup, requires students from different disciplines to form teams as they spend the weekend on campus and create plans for technology companies. On the final day of competition, teams sell their ideas to judges, who give feedback on the viability of their plans.



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- Dean Latha Ramchand

2013 RED Labs students

several different offerings, all meant to create, nurture and foster the spirit of entrepreneurship.”

At the undergraduate level, Bauer offers a BBA in entrepreneurship through its Cyvia and Melvyn Wolff Center for Entrepreneurship. The program is consistently ranked nationally and includes

board of entrepreneurs, angel investors and venture capitalists to review live deals and recommend action based on analysis, learning about deal sourcing, due diligence, term sheet evaluation, portfolio management and other skills needed for a career in entrepreneurship, venture capital or private equity.

Wolffest is part of the capstone course

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