The globally recognized University of Michigan Business School’s Entrepreneurial Studies program provides a dynamic environment that grows and graduates entrepreneurs. Faculty members intertwine excellence in theory and practice, and are scholars both in the classroom and in the business community. This approach infuses traditional academics with new thinking, new technologies and new methods of learning and teaching. This unique action-based learning develops entrepreneurial leaders who get results.

**Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies**

The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies offers courses and programs that deliver exclusive resources for future entrepreneurs at the Business School—producing leadership in new business formation by providing world-class education and experience. Through the Institute, many students have successfully launched their own firms or have been chosen for employment with venture capital firms nationwide. The Institute brings the nation’s most successful entrepreneurs to Ann Arbor and offers an outstanding faculty composed of both academicians and professional practitioners. Among the 33 member Advisory Board are Samuel Zell, Chairman of Equity Group Investments; Michael Hallman, former President and COO of Microsoft Corporation; and Eugene Applebaum, founder of Arbor Drugs.

These accomplished Advisory Board members join notable faculty and outstanding alumni for the express purpose of leading entrepreneurial-minded MBA students to understand new venture creation and growth, as they could nowhere else. The Institute also actively collaborates with other acclaimed University research units, such as the Medical Center and the College of Engineering,
to take world-class research discoveries public through technology commercialization. Michigan MBA students can take the School’s business management core excellence and pioneer their own entrepreneurial careers based on the Institute’s innovative approach to partnering in biotech, high technology and other new ventures.

Future business innovators begin at the School’s Institute for Entrepreneurial Studies. They can link up with local firms in Michigan’s information and high tech corridor to create projects that could be global in nature, or with international firms wishing to employ talented and enthusiastic Michigan Business School MBAs.

**Action-Based Learning**

Entrepreneurial Study course electives combine theoretical and experiential learning to prepare students to turn theory into action—specifically, transform knowledge into new venture success. Through the Institute, the Business School’s MBA program offers an Entrepreneurship emphasis consisting of a broad range of 22 course electives focused on the different stages of the entrepreneurial process. Twenty-two outstanding faculty members participate in the School’s Entrepreneurship program.

In addition, first-year MBAs seeking direct experience to work on a challenging business problem within an entrepreneurial environment may elect to participate in an **Entrepreneurial Multidisciplinary Action Project** as part of their core curriculum. The Institute offers this seven-week, field-based course winter term when students work at actual start-ups throughout the nation.

**Program Initiatives**

The Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies has designed a variety of signature program initiatives to support the curriculum for aspiring entrepreneurs. These programs enhance both the future entrepreneur’s learning experience and successful start-up and new venture growth potential.

- **Wolverine Venture Fund**
  The Institute’s emphasis on experiential learning is evident with the $3 million student-led fund, operated directly out of the University of Michigan Business School, which invests primarily in early stage, emerging growth companies. One of the world’s first venture capital funds run by business students, the WVF’s participants seek, screen and negotiate investments. Business School faculty and alumni working as venture capitalists and entrepreneurs collaborate with 18 MBA students to manage the fund. Currently, the fund invests in five companies. Each company’s management team includes a Business School student, faculty or alumni.

- **Dare to Dream Grant Program**
  This exciting program provides students with grant funding of up to $20,000 to launch a business while earning their MBA degrees. Any University of Michigan group with a business student on its management team may apply for financial assistance of up to $20,000 to realize a business concept and/or to begin operating. Many of the program’s participating students are provided with office space for their start-up at Ann Arbor’s downtown “launch pad” facility. Since the program’s inception in 2002, a total of 11 businesses have been selected for funding, and nine businesses are currently in operation.

- **Internships**
  The Marcel Gani summer internship program showcases tremendous entrepreneurial opportunities, where MBA students gain outstanding hands-on experience in start-up and venture capital firms. In 2003, a range of national hosts accepted 22 students for exclusive placement in southeast Michigan firms.

- **Intercollegiate Competitions**
  Michigan student teams test themselves in the University’s Pryor-Hale Business Plan Competition. The Institute sponsors leading students to attend the nation’s premier business plan, venture capital and case competitions. The events offer MBA candidates invaluable feedback and networking opportunities with entrepreneurial professionals in venture capital, strategy and finance.
Case Writing
The case writing program, sponsored by alumnus Paul S. Brentlinger, provides a unique opportunity for full-time and part-time MBA students to contribute to the education of future entrepreneurial leaders. Students may choose to receive course credit or compensation for researching, developing and writing the case and supporting teaching notes. Course specifics may cover the dynamics of an entrepreneurial company’s growth, management or marketplace positioning. These published cases also serve to highlight and promote participating companies to the Business School’s global community.

Michigan’s Great Lakes Entrepreneur’s Quest
Any Michigan resident, student, or employee with a high-growth business idea containing a technology element may enter this statewide business plan contest. Participants compete for $175,000 in prize money, take free classes on business plan development, find mentors, network with other entrepreneurs and gain visibility for their business concepts. The Institute currently manages this event, originally started by McKinsey and Company. This year’s competition will run from September through April and expects to draw more than 300 submissions during the competition’s two phases.

Major Events
The Institute leads two major events per year that features nationally prominent speakers attracting an average of 500 participants. Each fall, in collaboration with the Business School’s Entrepreneur and Venture Capital Club, the Institute presents *Entrepalooza*. In addition, each winter an *Emerging Industries* symposium is held in collaboration with research arms of the University. These symposia cover a range of entrepreneurial topics and offer the opportunity for students to network with entrepreneurs, venture capitalists, nationally recognized business leaders and alumni. The Institute also reaches out to community organizations and other University of Michigan schools to partner on a series of entrepreneurial-focused events.

Michigan Entrepreneurship Education Network
In September 2002, the Institute launched the Michigan Entrepreneurship Education Network (MEEN) with the support of the Michigan Economic Development Corporation. MEEN helps create and strengthen entrepreneurship education programs in Michigan’s traditional degree-granting public universities. The program aims to create a partnership with all of Michigan’s universities, build their success and reputation in entrepreneurial education and, in turn, enhance Michigan’s reputation in this field of higher learning.

Academic Clubs & Organizations
The School’s student led High-Tech Club and Entrepreneur and Venture Capital Club offer members exclusive networking opportunities with potential employers and alumni.

The Nonprofit and Public Management Center (NPM) is a collaboration of the University of Michigan Schools of Business, Public Policy and Social Work. NPM offers a mix of course electives and programs. The intent is to provide students with the education necessary to work effectively in private-public partnership by serving in a variety of roles as board members, social entrepreneurs, volunteers or advisors.

The Institute of Labor and Industrial Relations collaborates with the Business School to offer course electives on Urban Entrepreneurship. This is fostered through William Pickard. Professor Pickard is a leader in educating Michigan’s students about the specific challenges and opportunities found in urban areas, with special focus on entrepreneurs among ethnic-racial minorities, particularly African Americans. He is currently involved in a variety of active businesses and is the chairperson of a tier-one supplier to the auto industry.
Entrepreneurial Research

The Business School actively contributes to entrepreneurial research through the Center for Venture Capital and Private Equity Finance. Led by its Executive Director Professor David J. Brophy, the Center pursues the latest developments in the areas of venture capital and private equity finance under the Institute’s aegis. The Center drives financial research and each spring offers the Michigan Growth Capital Symposium, the premier Midwest event where financiers meet the “best of the Midwest” in new businesses and emerging technologies.

Books and case studies, published by leading University of Michigan Business School faculty and MBA students, explore other research areas pertinent to entrepreneurs. The University of Michigan also contributes to ongoing entrepreneurial-focused research conducted through the Kauffman Foundation.

Leading the Way to Success

The Institute seeks to pioneer leadership in new business formation by providing world-class entrepreneurial education and experience. Leading faculty, researchers and advisory board members all contribute a strategic role in providing exceptional programs that uniquely impart the necessary knowledge and real world experience for present and future entrepreneurial ventures.

Faculty Members for Entrepreneurial Studies

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For further information about entrepreneurial courses, program initiatives, or research, visit: www.zli.bus.umich.edu.

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