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Entrepreneurial Studies at Rider



Alumni Newsletter

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Graduate Students Place 2nd in National Competition

The graduate team from Rider University received second place in the Small Business Institute® Association’s Consulting Project of the Year Competition, which awards the best student consulting projects from around the country. Michael Briehler of Pennington, N.J., Craig Piotrowski of Lawrenceville, N.J., and Kwesi Vincent of Ewing, N.J. placed in the *Graduate Specialized Project* category for their work

with the Morrisville, Pa.-based company Vanquish Fencing. The graduate students designed a marketing strategy for the company as part of Dr. Cook’s *Consulting for New and Small Businesses* course during the 2009-10 academic year. The team was recognized for their accomplishment at the Association’s 35th Annual National Conference in February in Bonita Springs, Florida.



Undergraduate Entrepreneurial Studies Curriculum Updates

There are two recent updates to the undergraduate Entrepreneurship curriculum. An Entrepreneurial Studies Minor has been added for Non-Business Majors. The minor will consist of 6 courses. Fundamentals of Management and Organizational Behavior, along with Intro to Accounting, will be the minor's prerequisites. The beginning course will be Small Business Management and New Venture Planning will be the capstone

experience. Students will also need to take 2 of the following entrepreneurial electives: International Entrepreneurship, Family Business Management, Small Business Tax Planning, Special Topics in Entrepreneurial Studies, or an Independent Study in Entrepreneurship. This minor will allow non-business students to pursue a venture idea based on their specialty.

The second change in the curriculum is that a new course,

Green Entrepreneurship, will be offered as a Special Topics course. This course will provide Rider students with an integrated approach to the scientific, regulatory, financial, and environmental dimensions of green business development. The range of topics covered will pull from a diverse set of disciplines and will challenge students to incorporate the lessons of the classroom into their own lives and workplaces. We look forward to enhancing the curriculum with this elective.

Undergraduate Team Wins Third Place in Competition

The undergraduate team from Rider University was recognized at the Small Business Institute® Association's Annual National Conference in Bonita Springs, FL. Laure Marini of Annandale, N.J., Thibaut Bernigaud of Ecully, France, and Gary Hauguel of Luneray, France, received third place in the *Undergraduate Business Plan* category for their work with Eastern Monmouth Physical Therapy, in Neptune, N.J. The students wrote a business plan to help Brian Mullins, business owner, expand his business into a wellness center during the 2009-10 academic year. "This is the first time that Rider has placed two teams in the top three in a single year, and the first time we had national winners three years in a row," said Dr. Ron Cook, professor of Entrepreneurial Studies and director of Rider's Center for Entrepreneurial Studies

and Small Business Institute. "I am very happy with the undergraduate team's accomplishments, but what is even more impressive to me is that the team developed an award

winning project when two of the members are from another country and English is not their native language," Cook said.



Center for Entrepreneurial Studies — “Moving on Up”

Rider University’s Center for Entrepreneurial Studies has relocated to a larger location and is now in Sweigart 226. The center’s mission is to help students discover and nurture their entrepreneurial potential for the creation of new ventures and the enhancement of their entrepreneurial spirit. It is a great resource center where students can brainstorm venture ideas and pursue business concepts. The goal is to provide students with the necessary tools to help them achieve their entrepreneurial potential through experiential learning.



Along with the various entrepreneurial resources, the Center also houses these activities.

- The Entrepreneurial Studies Club—It allows students to have a forum for networking and entrepreneurial outreach.
- The Student Venture Fund—It provides seed money for students to create their own ventures while they earn their undergraduate degree, under the Student Venture Experience course.
- Business Mentors—Entrepreneurs who offer advice and guidance to students. They are currently used for the Student Venture Experience .
- Competitions—Students regularly compete in Small Business Institute® and NJ Student Entrepreneur of the Year competitions.

Graduate Entrepreneurial Studies Curriculum Addition

In the MBA program, a course on Corporate Entrepreneurship has been added to the curriculum. Corporate entrepreneurship examines the process where entrepreneurs use the structure and resources of a corporation to pursue a venture opportunity. It will contrast this practice with traditional startup entrepreneurship, and will look at how entrepreneurial behavior can be encouraged and sustained inside these firms. This course takes a look at the characteristics of a corporate entrepreneur as well as how a company develops a successful entrepreneurial culture. This class should be a great addition to our graduate concentration in entrepreneurship.

Got Entrepreneurship news you want to share, or know of someone who would like to receive the newsletter?

Contact Dr. Ron Cook cookr@rider.edu

****Coming Soon –An Entrepreneurial Studies Alumni Survey: Be on the lookout for the survey, and your participation is very important!***



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