

# Entrepreneurship Alliance

## Entrepreneurship Alliance

sponsored by David Spence

The Entrepreneurship Alliance (EA) is available to a limited number of exceptional students who declare an interest in the University of Missouri's new undergraduate minor in entrepreneurship and demonstrate a high potential for new business development. If you are accepted into this elite program you will be engaged in both classroom and experiential exercises that are beyond those of a typically structured program.

The EA engages you in experiences that develop entrepreneurial characteristics such as a passion for business, tenacity despite failure, self-determination, management of risk, self-confidence, opportunity creation, creativity, initiative, and detail orientation. While the EA is open to students minoring in entrepreneurship from any college, it is facilitated by the Robert J. Trulaske, Sr. College of Business.

### The Structure

The EA experience is two-fold. First, you must be pursuing an undergraduate minor in entrepreneurship through a structured course list. Second, you will have dynamic experiential exercises that compliment classroom learning organized and facilitated by the EA's director.

### The Process

The EA will accept applications from students enrolled in an introductory course in entrepreneurship that have also expressed an interest in completing the minor in entrepreneurship; AgEcon 3283 (Fundamentals of Entrepreneurship) or Management 4700 (Principles of Entrepreneurship) both qualify as introductory courses.\*

The application process will be based on an essay and interview; it is not based on grade point average or major. In fact, a wide-range of student majors would be seen as a strength for the EA. Once you are accepted into the EA you can remain until you complete the requirements of your undergraduate degree.

\*Waivers for the application process are considered on a case-by-case basis.

### The Experience

The EA goes beyond the classroom. Experiential events are a key component of membership and include benefits such as:

- ▶ Interdisciplinary speakers ▶ Luncheons with executives
- ▶ Experiential field trips ▶ Specialized internship ▶ Team building
- ▶ Confidence building ▶ Social events ▶ Annual recognition banquet
- ▶ Specialized entrepreneurship capstone ▶ A competitive edge

## join the EA

Gregory Bier, Director of the Entrepreneurship Alliance  
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“ Fifty percent of class isn't actually in a classroom, which is a huge plus for me. It is quite atypical to most educational experiences, in a very positive way. We have had the ability to go to lunches and have one-on-one discussions with CEOs of multi-million dollar companies that people would otherwise have to pay a lot of money to consult with. ”

Zach Hockett, President  
Entrepreneurship Alliance



Entrepreneurship  
**Alliance**  
Robert J. Trulaske, Sr. College of Business  
University of Missouri  
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## The Activities

The EA is an experience - not just a class. Make connections, develop professional skills and connect with a network.



### ► Interdisciplinary Speakers

Speakers bring experience to students. To hear first-hand, current entrepreneurial stories helps prepare you for success. Brant Bukowsky, pictured left, shares successes from his companies, three of which are listed on the INC 500 list of fastest growing private companies.



### ► Luncheons with executives

A key aspect of entrepreneurial growth is networking. Luncheons with local entrepreneurs, regional guests, or national figures are an important component of providing real inspiration for you. EA student Maria Holt is pictured here with Warren Buffet.



### ► Experiential field trips

The EA provides opportunities to visit both service-oriented and manufacturing-based entrepreneurs on-site in order to see companies at work. Here students visit the Rialto Ballroom in the Centene Center For The Arts in St. Louis.



### ► Specialized internship

One requirement of the undergraduate minor in entrepreneurship is an applied internship, which is monitored by the EA and your college, so that you focus on direct involvement with entrepreneurs who are actively engaged in a business start-up, innovation or growth project.



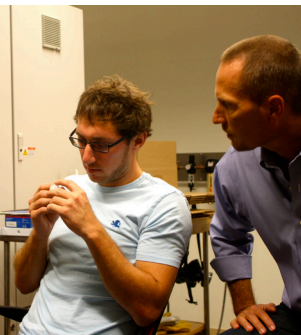
### ► Team building

The EA is envisioned as a multi-disciplinary group. One aspect of team building is that idea generation is only one part of business start up. The EA shows how to approach problems by demonstrating a dependence on others and how to operate in a team environment.



### ► Confidence building

One key weakness in entrepreneurially-minded students is the confidence needed to take the first step. Mizzou's *Venture Out* offers confidence building courses for students. The EA works to build the confidence of its members through experiential exercises.



### ► Specialized entrepreneurship capstone

The outcome of the capstone is a student-driven business plan rather than a case study. This course ties together the components of a complete business plan including a feasibility study, a product/service plan, management plan, financial plan, marketing plan, and more.



### ► Annual recognition banquet

The EA hosts an annual recognition banquet for graduating seniors, their immediate families, program supporters, and key individuals that have worked with members throughout the year in order to celebrate the year's successes.

**Entrepreneurship...it's not just an elective... *it's a mindset***