



UNIVERSITY OF
OREGON



THE OREGON
mba

INNOVATION AND ENTREPRENEURSHIP

Lundquist College of Business



INNOVATION AND ENTREPRENEURSHIP

The award-winning Lundquist Center for Entrepreneurship combines a foundation of theory with hands-on learning that fosters the mindset of a successful entrepreneur. Oregon MBA students affiliated with the center enter their careers educated, networked, and inspired as they take their places in Fortune 100 companies and startups alike. When graduates leave the program with a master of business administration specializing in entrepreneurship, they benefit from broadly recognized training and credentials that will enable them to excel within today's most exciting established companies. They also leave with the specific skills needed to one day start their own businesses.

CURRICULUM TO HARNESS OPPORTUNITY

It has been said that ideas are easy, capitalizing on opportunities is the difficult part. The real entrepreneurial challenge begins with determining an idea's feasibility, defining an implementable business model, commanding the necessary resources, and building a team that turns a plan into a successful enterprise. The Lundquist Center for Entrepreneurship prepares students for the realities of a venture launch through a combination of rigorous curriculum and immersion in live-fire business situations. Major curricular areas that define and structure the center are

- Recognizing and evaluating business opportunities
- Developing and commercializing new products
- Venture planning and implementation
- Legal, financial, and operational considerations for startups.

EXPERIENTIAL LEARNING

The Lundquist Center offers abundant real-world experiences to students through investment competitions, consulting projects, internships, and Venture Launch Pathway courses. An active community of industry advisors, alumni, faculty members, and practicing entrepreneurs mentor students through the entire entrepreneurial process. Through these experiences, students gain the confidence to push beyond their comfort zones; to share, present, and defend their ideas; and to explore a venture's merits in light of candid and open feedback.

Highlights include

- **Venture Investment Competitions:** Student venture teams participate in competitions hosted by the center and around the world. Educational rewards at these competitions are supplemented with the opportunity to win cash prizes as well as meet and network with future partners and investors.
- **Technology Entrepreneurship Program (TEP):** This summer fellowship partners business, law, and science students in an innovative program focused on the process of commercializing emerging research technologies. Multiple TEP projects have gone on to become successful commercial enterprises.

CONNECTIONS TO OREGON AND BEYOND

The Lundquist Center takes advantage of its Pacific Northwest location by connecting its students to the nearby campuses of global innovation leaders—Intel, HP, Tektronix, Genentech, and a robust and rapidly growing startup and technology ecosystem in Portland and beyond. Furthermore, Oregon is quickly becoming a hub of operations for the most innovative companies. Airbnb, eBay, Salesforce, Google, Facebook, Apple, and dozens of other fast-growth companies are setting up operations in Oregon and building out workforces to grow their businesses.

The region also boasts several hubs of medical research and nanotechnology innovation, along with such trendsetting sports apparel and footwear companies as Nike, adidas, Columbia Sportswear, KEEN Footwear, and others. In addition, through University of Oregon alumni and the center's extensive network, Oregon MBA students make personal connections with innovators in large companies, active startup entrepreneurs, venture investors, and advisors. This network enables MBA students to make the most out of their ideas, find traction and funding for their startups, or land a position at an established company.

Innovation and entrepreneurship is a lifelong pursuit. The Oregon MBA builds skills that last a lifetime.



LEADING ENTREPRENEURSHIP

Founded in 1989, the Lundquist Center for Entrepreneurship has built a tradition as one of the first collegiate centers of innovation and entrepreneurship. The center today is consistently ranked among the top tier in the nation and is recognized globally for our learning-by-doing approach to education.

RENOWNED COMPETITION

Forbes has recognized our annual New Venture Competition as one of the top 15 MBA business competitions in the world—which is nice. More important to us, however, is that student participants from around the world regularly call NVC the highlight of the competition circuit because of our dedication to providing an unmatched learning experience through the thoughtful and insightful business leaders who serve as judges.

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