

The George Washington University and The Kauffman Foundation National Survey of Entrepreneurial Education 2003-2004

Background

Name of School: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____

Website Address: _____

Contact Person: _____

1) What year did you first start offering courses in?

Course Title	Year Initiated	Was it offered in 2003-2004 academic year?	
		YES	NO
Entrepreneurship			
Small Business Management			
New Venture Creation			
Technology/Innovation			
Venture Capital			
Small Business Consulting			
Small Business Strategy Seminar			
Franchising			
New Product Development			
Entrepreneurial Marketing			
Small Business Finance			
Creativity			
Other (please specify)			
Other (please specify)			
Other (please specify)			

- 2) Please indicate the number of individuals [full- and part-time] who taught Entrepreneurship courses during the 2003-2004 academic year.

Status	Fall 2003	Spring 2004
Full-Time [Tenure, Contract, Visiting, or Clinical]		
Part-Time [Adjuncts]		

- 3) What was the average class size of your Entrepreneurship courses in 2003-2004? _____

- 4) Does your school have?

	Is it endowed?	
	YES	NO
Center in Entrepreneurship		
Chair in Entrepreneurship		
Professorship in Entrepreneurship		
Center in Small Business		
Chair in Small Business		
Professorship in Small Business		

- 5) Has your school received grants/funds in support of Entrepreneurship? YES ____ NO ____

If **YES**, please indicate from whom and what year:

Foundation	Year	Foundation	Year
Coleman	_____	Lowe	_____
Kauffman	_____	Kellogg	_____
Other _____	_____		
Other _____	_____		

- 6) Where is the management of your Entrepreneurship course(s) and curriculum housed?

An existing academic department [please indicate which _____] _____
 An Entrepreneurial Center _____
 A Department of Small Business or Entrepreneurship _____
 The College or School of Business _____
 Other [please indicate where _____] _____

Teaching Materials and Pedagogy

7) Please check which of the following courses/learning opportunities are available to your students:

A. Two-Year Schools

Courses/Learning Opportunities	Can students earn a		
	Degree/Major	Concentration	Certificate
Entrepreneurship			
New Venture Creation			
Small Business Management			
Family Business			
Franchising			
Internships			
Directed Readings & Research			
Interdisciplinary Courses			
Other:			

B. Undergraduate/Four-Year Schools

Courses/Learning Opportunities	Can students earn a		
	Degree/Major	Concentration	Certificate
Entrepreneurship			
New Venture Creation			
Small Business Management			
Family Business			
Franchising			
Internships			
Directed Readings & Research			
Interdisciplinary Courses			
Other:			

C. Graduate

Courses/Learning Opportunities	Can students earn a		
	Degree/Major	Concentration	Certificate
Entrepreneurship			
New Venture Creation			
Small Business Management			
Family Business			
Franchising			
Internships			
Directed Readings & Research			
Interdisciplinary Courses			
Other:			

- 8) Indicate the average number of students (full-time + part-time) enrolled in the courses/learning opportunities

Courses/Learning Opportunities	Number of Students enrolled by type of school		
	Two-Year	Four-Year UG	Graduate
Entrepreneurship			
New Venture Creation			
Small Business Management			
Family Business			
Franchising			
Internships			
Directed Readings & Research			
Interdisciplinary Courses			
Other:			

- 9) Indicate your level of frequency in using the following teaching methods in your entrepreneurship courses/curriculum

	Very =1 Frequently	Frequently=2	Not =3 Never=5 Applicable	Infrequently =4	5
Case studies	1	2	3	4	5
Creation of business plans	1	2	3	4	5
Lectures by business owners	1	2	3	4	5
Discussions	1	2	3	4	5
Computer simulations	1	2	3	4	5
Guest speakers	1	2	3	4	5
Small Business Institute® (SBI) counseling program	1	2	3	4	5
Research projects	1	2	3	4	5
Feasibility studies	1	2	3	4	5
Internships	1	2	3	4	5
On-site visits with a small business/new venture	1	2	3	4	5
In class exercises					
Other (please specify) _____	1	2	3	4	5

Please add additional pages as needed for Question 10 – 15!

- 10) In addition to existing textbooks, do you develop your own sets of readings and text materials?

YES _____ NO _____

If **YES**, please elaborate:

11) List textbooks/reading books used in your Entrepreneurship classes (required or recommended).

Author _____	Author _____
Title _____	Title _____
_____	_____
Publisher _____	Publisher _____

12) Check the periodicals used in your Entrepreneurship classes (required or recommended).

<i>Business Week</i> _____	<i>Fortune Small Business</i> _____
<i>Entrepreneur</i> _____	<i>Inc.</i> _____
<i>Fast Company</i> _____	<i>The Wall Street Journal</i> _____
Fortune _____	Other: _____

13) List the popular books (i.e. The Entrepreneurial Mindset, Rita Gunther McGrath) used in your Entrepreneurship classes (required or recommended).

Author _____	Author _____
Title _____	Title _____
_____	_____
Publisher _____	Publisher _____

14) Check the academic periodicals used as teaching resources in your Entrepreneurship classes.

<i>Entrepreneurship Theory & Practice</i> _____	<i>Journal of Business Venturing</i> _____
<i>Journal of Small Business Management</i> _____	<i>Entrepreneurship & Small Business</i> _____
<i>Journal of Small Business Strategy</i> _____	
Other: _____	_____

15) List the business videotapes used as teaching resources in your Entrepreneurship classes.

Title _____	Distributor _____
Title _____	Distributor _____

16) List any business plan software recommended for projects in your Entrepreneurship classes.

Title _____	Distributor _____
Title _____	Distributor _____

17) List any CDs or DVDs used as teaching resources in your Entrepreneurship classes.

Title _____	Distributor _____
Title _____	Distributor _____

Technology

18) Do you require web-based assignments as part of your curriculum? YES _____ NO _____

19) Does your school offer Entrepreneurship courses on the Internet? YES _____ NO _____

20) Does your school/center offer information on the web regarding Entrepreneurship, New Venture Creation, and Small Business to both students and entrepreneurs? YES _____ NO _____

21) Do you offer management and technical assistance
on-line for students and entrepreneurs?

YES _____ NO _____

External/International

- 22) Does your college or university offer any of the following (check all that apply)?
- a) Executive development courses in Entrepreneurship? YES _____ NO _____
 - b) Continuing education programs in Entrepreneurship? YES _____ NO _____
 - c) Distance Learning in Entrepreneurship via the Internet? YES _____
NO _____
 - d) Internship opportunities with small local companies? YES _____ NO _____
- 23) Does your school/center work with and receive support from local, state, or federal agencies in support of entrepreneurship? YES _____ NO _____
- 24) Is your school involved with any outreach entrepreneurship/ small business programs targeted at secondary and elementary students? YES _____ NO _____
- 25) Does your school participate in business plan competitions? YES _____ NO _____

Impact

- 26) What distinguishes your Entrepreneurship program from other schools (i.e. Internet based courses, community projects)? Please describe in 100 words or less on a separate sheet.
- 27) Does your school keep track of alumni who have started their own businesses?
YES _____ NO _____
- 28) List three trends in Entrepreneurship education you see will evolve in the next five years:
- _____
 - _____
 - _____