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An Examination of a Private University's Decision to Design and Implement an  
Entrepreneurial Studies Program

Abstract

According to the 2016 Kauffman Index on National Trends in Growth Entrepreneurship, the growth entrepreneurship index experienced the largest year over year increase in the past decade (pp.7). Many colleges and universities are capitalizing on this trends by starting business incubators and offering programs in entrepreneurship. Government sponsored initiatives also encourage entrepreneurship. These initiatives include local business grants, State and community funding and services such as the Service Corps of Retired Executives (SCORE) and small business development centers that offer free guidance for entrepreneurs in order to bolster the local economies. This study examines a private university's analysis of their strengths and resources and how they might contribute to the growth of new businesses in their locale.