



Entrepreneurship



Benedictine University
Daniel L. Goodwin
College of Business

The Entrepreneurial Mindset

Our curriculum helps students hone their entrepreneurial mindset, utilizing high-level problem-solving skills through the application of design-thinking methodologies. Students are also exposed to the key functions of management styles, marketing strategy, and financial overview through Benedictine's core business courses.

External Partnerships

Benedictine's reputation as a leader in business has enabled us to build partnerships with entrepreneurs and industry leaders. These partnerships provide our students a wide range of opportunities for interning; working on short-term, real-world projects; collaborating with start-ups at incubators; meeting with entrepreneurs and leaders in industry; and networking with innovative problem solvers.

Experiential Learning

Each entrepreneurship class is structured not only to teach the frameworks of business but to offer guidance as students conduct design-thinking methodologies to achieve an entrepreneurial mindset. This mindset prepares them for problem solving using innovative approaches and comprehensive communication as an entrepreneur or in industry as an *intrapreneur*.

SAMPLE COURSES:

- ENT 3310: Finance and Funding
- MKTG 3333: Personal Selling
- ENT 4320: Technology and Innovation
- ENT 4340: Entrepreneurial Challenge

SIMILAR MAJORS:

Marketing, Management and Organizational Behavior, Business and Economics

ENTREPRENEURSHIP ALUMNI

Our alumni have gone on to successful careers at Chicago Crypto Capital, the University of Chicago, Woodard Cleaning & Restoration, HKNS Events, and more. They have also earned graduate and professional degrees from UChicago Medicine, Illinois Institute of Technology, and Benedictine University.

WHY STUDY ENTREPRENEURSHIP AT BENEDICTINE?

The entrepreneurship major is designed to provide students with the essential theories, critical-thinking skills, and real-world knowledge necessary to support their launch into careers as entrepreneurs or intrapreneurs (agents for change within established organizations). The program gives them the knowledge and skills necessary to allow them to develop, market, and manage their own business. Students develop skills in market research and business plan development, and in evaluating business opportunities. They acquire knowledge and question that knowledge by implementing an iterative practice around design-thinking methodologies. This approach allows students to reframe problems and develop different strategies and outcomes that lead to innovative solutions. Close mentoring relationships with faculty and staff guide our students to take the next steps on their professional journey.

FOR MORE INFORMATION, VISIT [BEN.EDU/COB](http://ben.edu/cob)

DANIEL L. GOODWIN COLLEGE OF BUSINESS

The Daniel L. Goodwin College of Business is a welcoming community comprised of dedicated faculty, staff, students, and alumni. We are proud of our strong foundation which is based in the Benedictine values of maintaining a high level of integrity, discipline, and a continuous yearning for advancement. Our faculty are excellent teachers, researchers, and practitioners with many years of business and managerial experience. We prepare our students for career success through engaged learning with close faculty and student interaction, applied experiential opportunities, and in-demand, competitive programs. The Goodwin College of Business is committed to helping our students achieve academic and professional excellence.



4+1 PROGRAMS

Undergraduate students in the Goodwin College of Business have the opportunity to earn a master's degree from BenU with just one year of additional study.



CAREER FOCUS

Goodwin College of Business students benefit from working with the College's own internship coordinator for help in securing job shadowing experiences, internships, and full-time employment.



B.B.A. DEGREES

Our graduates earn a Bachelor of Business Administration (B.B.A.) degree – a business-focused, undergraduate management degree that is considered to be a solid foundation for earning an M.B.A.

The Daniel L. Goodwin Hall of Business is the newest and largest academic building on campus. The 125,000-square-foot building was completed in 2015. It features a 6,000-square-foot global hall with a live digital stock ticker; a billboard-sized multi-screen high-definition media wall; a 40-seat state-of-the-art financial trading lab; a 600-seat auditorium for presentations and guest speakers along with our Goodwin Hall Coffee Shop, proudly brewing Starbucks.

“Prior to graduation, an alumnus visited the Investment Club to discuss an internship opportunity with JPMorgan Chase & Co. Upon successful completion of the internship, I was offered full-time employment at the company, which is an opportunity only made possible through the success of other alumni.

My time on the soccer team helped me learn to compete at the collegiate level, which was an invaluable lesson that prepared me for my career. In contrast to high school, both your coaches and your teammates are adults, which is rather similar to the workplace. Athletics taught me when to lead, when to follow, and how to play to my strengths. These lessons are ones I use each and every day when interacting with my team at work.”

TYLER ZACHARY, B.B.A.'12, FINANCE

Business Finance Manager at JPMorgan Chase & Co.



MAJORS WITHIN THE GOODWIN COLLEGE OF BUSINESS

Accounting+
Business Analytics+
Business and
Economics+
Entrepreneurship+
Finance+

International Business
and Economics+
Management and
Organizational
Behavior+
Marketing+

GET INVOLVED *College-Related Student Clubs and Organizations*

Accounting Club
American Marketing Association (AMA)
Investment Club

+ Denotes majors that are also available as minors