

ENTREPRENEURSHIP ECO-SYSTEM CONFERENCE



SPONSORED BY
HERB KELLEHER CENTER FOR ENTREPRENEURSHIP AND THE IC² INSTITUTE AT
THE UNIVERSITY OF TEXAS AT AUSTIN
AND THE
ARTHUR M. BLANK CENTER FOR ENTREPRENEURSHIP AT BAPSON COLLEGE

MAY 5, 2009

ENTREPRENEURSHIP ECO-SYSTEM CONFERENCE MAY 6, 2009

Researchers from schools in Asia, Europe, Latin America and the United States examine the cases in each of their universities and extract lessons learned across countries and institutions to create a model allowing entrepreneurship education to have a campus-wide impact. Termed the Entrepreneurship Eco-system, this multi-dimensional model supports the promotion of entrepreneurship campus-wide by involving the community in a variety of entrepreneurship initiatives such as: the integration of entrepreneurship in core requirements; the collection of entrepreneurship offerings; student-led conferences; on-campus new venture development; alumni entrepreneurs as faculty and speakers; funded entrepreneurship research crossing disciplinary boundaries; and educational extensions of entrepreneurship education into such areas as family enterprising, technological entrepreneurship and corporate innovation -- in short, a comprehensive program in entrepreneurship teaching, research and outreach woven into the fabric of the entire university.

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| 8:30 a.m. | Welcome |
| 9:00 | The University of Texas at Austin, John Sibley Butler |
| 10:00 | Tecnológico de Monterrey, Arturo Torres García |
| 11:00 | University of Southern California, Kathleen R. Allen & Mark Lieberman |
| 12:00 p.m. | Lunch/Recording Session |
| 1:30 | National University of Singapore, Poh Kam Wong |
| 2:30 | EMLYON Business School, Patrice Houdayer |
| 3:30 | Babson College, Mike Fettes, Patricia Greene & Mark Rice |
| 4:30 | Wrap up & discussion |
| 5:00 | Cocktail Reception - Join IC² Fellows at AT&T Conference Center Meeting Room 301 |

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