

Contents

<i>Preface</i>	ix
PART I THE ENTREPRENEURIAL IMPERATIVE WITHIN UNIVERSITIES	
1 The evolution of entrepreneurship in universities	3
2 Organizational structures for entrepreneurship programs	20
3 Assessing program outcomes: towards a competency-based approach	38
PART II DEVELOPING THE ENTREPRENEURSHIP CURRICULUM	
4 Establishing the core curriculum	57
5 Designing degree programs	76
6 Experiential learning in entrepreneurship	92
PART III CO-CURRICULAR ENTREPRENEURSHIP SUPPORT PROGRAMS	
7 Hatcheries, accelerators and incubators	109
8 Student-run ventures	126
9 Business plans, business models and elevator pitch competitions	141
10 Mentoring programs, entrepreneurship clubs and learning communities	164
11 Study-abroad programs in entrepreneurship	180
PART IV OUTREACH PROGRAMS IN ENTREPRENEURSHIP	
12 Technology commercialization and entrepreneurship programs	195
13 Best practices in community engagement	208
14 University seed funding programs	227

**PART V SUPPORTING CAMPUS-WIDE PROGRAMS IN
ENTREPRENEURSHIP**

15	University-wide entrepreneurship	239
16	Addressing resource needs	259
	Conclusion: the ongoing revolution	277
	<i>Index</i>	286