



College of the Holy Cross **Entrepreneurial Studies & Pre-Business Program**

Over the course of its history, our College has produced an impressive number of leaders in all areas of business and industry and even a cursory glance at the ranks of Holy Cross alumni reveals an abundance of prominent entrepreneurs. This should come as no surprise. Our strong liberal arts curriculum and our Jesuit tradition have long provided the critical skills, innovative vision and ethical foundation for a successful business career.

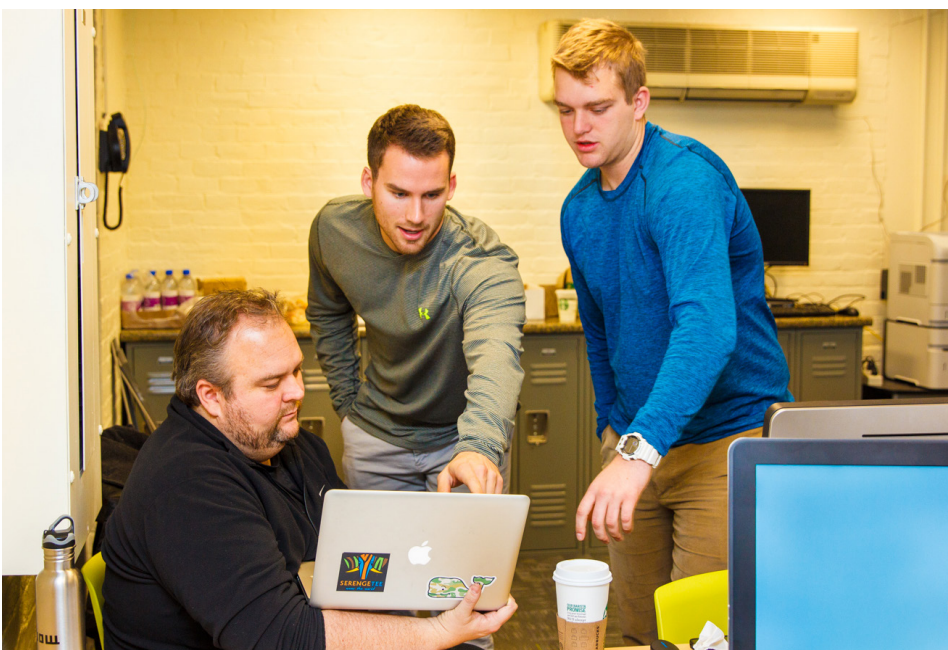
Indeed, a recent survey of over 300 chief executives by the American Association of Colleges and Universities found that today's employers are in need of students with the depth and breadth of broad-ranging knowledge associated with a classical liberal arts education. The critical thinking skills developed by the study of the Humanities was considered the key to innovation. But beyond this, today's leaders agree that ethical judgment and integrity are essential qualities needed for the success of the individual and the community as a whole. In today's rapid-response world, we believe that our liberal arts focus — and the ethical foundation rooted in our Jesuit tradition — enables our students to interpret and navigate life with a firm sense of purpose and a vibrant imagination.

As we launch our most ambitious comprehensive campaign to date and begin to write the next chapter of our history, we arrive at a fortuitous moment to expand the Ciocca Office of Entrepreneurial Studies (COES) &

Pre-Business Program. After years of study and preparation, we have created a plan for developing the office into a vibrant and effective co-curricular institution, fast-tracked to engage a large body of students within a systematic program structure.

As we envision it, the Entrepreneurial Studies & Pre-Business Program will become a model for bridging the classroom and the working-world. Our students will connect theory to practice, bringing their curricular experience directly into the workings of real-world business practices. Through a variety of innovative co-curricular opportunities, we will simulate genuine business environments and equip our students with the crucial skills required by today's complex professional world.

Today's employers are seeking individuals with the capacity to think critically and communicate clearly — agile thinkers who know how to locate, organize, and evaluate information from multiple sources. Individuals with intercultural skills, who can understand nuance, who know what it means to collaborate and to listen. Perhaps most importantly, contemporary business employers desire people who are ever-engaged, lifelong learners — able to apply new knowledge in unexpected settings and situations — and to make ethically grounded decisions in the face of new information.



We seek now to build upon this rich foundation. To create a new, compelling and effective link between that classical foundation and the cutting-edge skills needed for today's global business milieu.

The three primary pillars to our Program plan are:

- A thorough grounding in basic business literacy — including an immersion in current events and their impact on global markets
- Access and consultation with leading business experts and entrepreneurs among our alumni
- Comprehensive training for all manner of job interviews

Our Mission

The Ciocca Office of Entrepreneurial Studies & Pre-Business Program is designed to cultivate and nurture principled business leaders who will add value to the culture with innovative ideas and entrepreneurial methods. We will focus on all aspects of innovation, sustainability, and ethics across the spectrum of the business world.

COES PROFESSIONAL CERTIFICATE PROGRAM

The COES Professional Certificate Program is a co-curricular program open to students across all majors and class years. This program helps students connect their liberal arts education to their choice of business career, helps them to articulate the value proposition of this connection, and allows them to be more competitive in the job market. It is not a major, minor or concentration. Students who sign up are required to complete five milestones to earn a Certificate of Completion from the College, including: a minimum of four business workshops, three Holy Cross courses on a list of recommended courses put together by COES, a tutorial series in advanced Excel, an internship, and participation in at least one of four clubs sponsored by COES (Entrepreneurship, Advertising, Sales or Finance).

We begin from the ground up: All students participating in our Program are required to enroll in a six-day Fullbridge workshop. The workshop will provide an overview of elemental business literacy, defining and analyzing fundamental business concepts, including key business functions (finance, marketing, sales, etc.). Participants learn essential business skills for the next series of specialized workshops.

After successfully completing the introductory workshop, students will progress to specialized intensive immersion programs or "deep dives" in specific career fields — including, but not limited to, advertising and communications, entrepreneurship, finance, principled leadership, sales and marketing. These immersion programs will feature prominent alumni teachers, hands-on assignments, discussions, team projects, field trips, and alumni shadowing. The programs will be offered during academic break

periods in January, March, May and October. When combined with relevant courses and internships, our workshops and immersion programs will provide our students with an in-depth exposure to business. Following these experiences, students will be invited to participate in a three-day Capstone Workshop that will help them to identify their strengths and talents in each area, connect with the skills they have developed through the workshops, and articulate their value proposition to recruiters.

THE FINANCE PROGRAM

The finance industry is populated by an impressive roster of Holy Cross alumni. And currently, on campus, a growing number of students are expressing their interest in this field. Accordingly, we suggest the creation of a highly-structured, in-depth program that will prepare our students for successful placement in the financial sector. Additionally, we want to provide those students interested in entrepreneurial studies an understanding of finance issues and financial concepts associated with opportunity evaluation and new business formation. To this end, we propose a two-pronged approach: (a) offering new finance courses for academic credit, and (b) recruiting alumni to participate in co-curricular programs that provide comprehensive knowledge of specialty fields in finance.

The current number of finance courses offered by Holy Cross is insufficient; we currently do not provide our students with the adequate preparation required for them to be competitive in attaining entry-level finance positions or the financial preparation required to understand how business decisions and market events affect cash flow, profits and financial positions of a business. An external review of the economics department, undertaken in April 2013, recommended that we offer more finance courses by supporting current economics and accounting faculty interested in developing new finance courses in the future. Meanwhile, a more short-term approach is to hire adjunct professors to teach these new finance courses.

In addition, we propose the creation of a three-day financial immersion program in which we would gather 40 students together, during the fall academic break, for intensive networking with alumni in financial fields. Students would spend a day on campus receiving an overview of capital markets, including both the buy-side and the sell-side. Following this overview, students would travel to New York for immersion in sessions held at various financial institutions.

Finally, we propose an ongoing financial lecture series, featuring alumni experts speaking on various financial topics, scheduled regularly throughout the academic year.

THE ENTREPRENEURSHIP PROGRAM

We believe that a liberal arts curriculum offered by faculty with a commitment to providing experiences for students to apply knowledge and skills to new settings, to think cre-

actively and expansively and to draw upon multiple areas of knowledge and modes of inquiry to address complex problems, provides a strong foundation for our students to succeed as entrepreneurs. But our students need more than a strong academic foundation.

We are piloting a new year-long program in Entrepreneurship to give our students a practical experience of networking, crafting an idea, conducting market research, building a team, creating a proposal, and competing for funds to further develop their start-up venture. Students will develop their ideas over an "Idea Weekend Hackathon" during fall semester and then participate in an intensive "deep dive" on entrepreneurship during January. This will be followed by a "Shark Tank Competition," to be held each April, in which teams of students identify a problem or challenge to analyze and solve. The teams' solutions will be presented to a panel of judges. Winning solutions

will earn teams prize money to take their venture to the next level.

WOMEN IN BUSINESS CONFERENCE

The annual Women in Business Conference honors the success of Holy Cross women in business, inspires future leaders, promotes business literacy for women in our liberal arts environment, and provides an opportunity for alumnae and students to network. The conference provides a valuable opportunity for students and alumnae to build connections that can result in mentoring and heightened awareness of summer and career opportunities for students. Since the first conference in 2006, annual attendance has grown to more than 150 alumnae and students each year. We would like to build on the success of this effort and expand alumna-to-alumna and alumna-to-student mentoring and networking opportunities.





FACULTY PROGRAMS

In addition to our student programs, we will also develop opportunities for our faculty to engage and collaborate with top entrepreneurs and business innovators in their area of specialty. In addition, we will provide resources for faculty members to create new courses and restructure existing courses to prepare their students for careers in their chosen fields.

The Cambridge Innovation Project is an annual gathering of 15-20 faculty members, administrators, and College trustees in Cambridge, Mass. The purpose of the program is to help faculty better understand the importance of innovation and entrepreneurship in the advancement of the culture and society as a whole, and to assist faculty in ap-

plying this same innovative energy in the design and delivery of their courses at Holy Cross. Toward these ends, the working group of faculty will engage in discussions with entrepreneurs and visit incubators at such prestigious institutions as the Harvard Innovation Lab, Cambridge Innovation Center, and the MIT Entrepreneurship Center.

Professors who have participated in the Cambridge Innovation Project will collaborate with other Holy Cross programs such as the Center for Teaching, and the Donelan Office of Community-Based Learning to incorporate innovative, flexible, creative and collaborative thinking into their courses. Key components of such courses would include the use of case studies, multidisciplinary perspectives, solving open-ended problems with incomplete information, oral and written presentations, and competitions among student teams. Alumni may also be invited to lead a case study or evaluate students' proposed responses to a particular case study.

Summation

It is our belief that the Entrepreneurial Studies & Pre-Business initiatives described above will revolutionize the way we prepare our students for business and entrepreneurial careers. The ever-changing global marketplace has never been more complex or competitive. It is our mission and our responsibility to provide our students with the best possible education in these fields that have an enormous impact on the world around us. Toward this end, we seek funding for the innovative programs described above. ■

