What is Entrepreneurship?

- Entrepreneurship is about innovation
  - About recognizing opportunities and acting on them - Entrepreneurs are agents of change
  - Requires the ability to think creatively, innovate, and LEAD the development of the idea to implementation
Examples: Academic Entrepreneurship

- Academic Entrepreneurship (people who create new programs or centers within existing colleges/universities)
Examples: Academic Entrepreneurship

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Brig. Gen. Carter assumes leadership of Krause Center

Former Vice President for Academic Affairs and Dean of the College Harrison S. Carter has been named the executive director of the Krause Center for Leadership and Ethics.

Carter, a faculty member in the School of Business Administration, has been involved with the Krause Center since its inception. He authored the initial proposal for the Krause Initiative—the precursor to the Krause Center. As the first director of Academic Leadership Programs, he led the development of the Sophomore Leadership Seminar and the Graduate Certificate Program in leadership.

“As the nucleus of leadership development on campus, the Krause Center plays a pivotal role in The Citadel experience,” said Citadel President Lt. Gen. John W. Rosa. “Harry Carter, a proven leader on our campus, will do an excellent job as executive director.”

Carter, who joined The Citadel in 1999 as vice president for academic affairs and dean of the college, oversaw a reorganization of the academic departments into five schools and initiated the development of an integrated freshman experience program known as Citadel 101. Carter came to The Citadel from Georgia Southern University where he served for 24 years as a
Examples: Military Entrepreneurship

- Military Entrepreneurship (people who innovate on the battlefield in both strategy and technology)
Examples: Military Entrepreneurship

From This:

To This:
Examples: Social Entrepreneurship

- Social Entrepreneurship (people who innovate in the nonprofit sector)
Examples: Political / Legal Entrepreneurship

- Political / Legal Entrepreneurship (people who discover new ways of undertaking politics or court legal proceedings)
Examples: Political Entrepreneurship

Gerrymandering – Gov. Elbridge Gerry (1812)

Illinois

NC
Examples: Market Entrepreneurship

- Market Intrapreneurship & Entrepreneurship (people who innovate within an existing for-profit company or business or who create a new business)
Examples: Market Intrapreneurship

- Post-It Notes:

  - Chemists at 3M trying to invent a “super-strong” adhesive accidently invent a “low-tack”, reusable, pressure sensitive adhesive
  - The yellow color was chosen by accident; a lab next-door to the Post-it team had scrap yellow paper, which the team initially used
Examples: Market Entrepreneurship

Chad Walldorf
Examples: Market Entrepreneurship

Bulldog Tours (opened 2001) is now the largest tour company in Charleston and has won “best tour company” three years in a row (offers discounts to cadets in uniform)
Examples: Market Entrepreneurship

Percent of homes with Air Conditioning:
1956 = 6%
2011 = 89%
Examples: Market Entrepreneurship

The Jacuzzi