



DREXEL UNIVERSITY  
**Charles D. Close**  
School of Entrepreneurship

**START**

**SOMETHING**



**AT THE CHARLES D. CLOSE SCHOOL OF ENTREPRENEURSHIP**



# WHICH TYPE OF ENTREPRENEUR ARE YOU?

There are many different types (what we call “personas”) of entrepreneurs, and you may see yourself in one or more of them.

Our curriculum and programming provide what you need to succeed----no matter which persona matches your life and goals.



## CREATOR

You're filled with ideas and aspirations of building your own brand or creating something new. You often find yourself working as a solo entrepreneur and frequently come up with new and innovative ideas.



## IMPACTER

Social entrepreneurship and making an impact is something you hold close to your heart. You aspire to make the world a better place and see endless opportunities to make a change for the better!



## BUILDER

Getting things done and tackling problems is your specialty. You're always ready to think outside the box and capitalize on new opportunities that come your way. You may be more interested in the tech and business side of entrepreneurship coming into university.



## CAREERIST

An entrepreneur doesn't have to create their own company, as a careerist you feel more comfortable innovating from the inside. The typical finance/business major isn't for you. You combine creativity and business practices to improve on existing structures.



## SEEKER

Exploring a wide variety of ideas and ambitions helps drive the entrepreneur in you. You are a multipotentialite interested in diving right into new things and learning along the way.



## FAMILY

Family is important - they taught you the ropes and lit the entrepreneurial fire in you. Growing up around the business gave you a unique edge that you'll be able to take advantage of as a part of your entrepreneurial journey when you take over the family business.

## THE WORLD DEMANDS

### ENTREPRENEURIAL THINKERS & DOERS

Welcome to the Charles D. Close School of Entrepreneurship — we believe that all students have the potential to be innovative; to take their ideas, in whatever context, and make them a reality. We teach entrepreneurship as a mindset that students can apply throughout their careers and their lives.

The Charles D. Close School of Entrepreneurship educates students to become leaders in the innovation economy. Our students graduate with the knowledge, skills, self-reliance, and resilience that empower them to create, develop, and deliver solutions to real-world problems. They are prepared to be 'entrepreneurs' in a wide array of contexts: as an innovative member of an established company, in a start-up of their own, or in a small or growing business.

## DID YOU KNOW?

#### 84 percent of executives

consider their future success to be very dependent on innovation and 82 percent of organizations incorporate innovation exactly the same as they would any measure to achieve performance gain.

*(McKinsey Global Innovation Study)*

#### 65 percent of jobs

that current college students will experience throughout their career have not been invented yet.

*(Bureau of Labor Statistics)*

#### By the year 2027

50.9 percent of the workforce will consist of freelance workers as companies continue to outsource and downsize, creating more specialized opportunities and startups.

*(Statista - Edelman; Upwork)*

#### 61 percent of Gen Z-ers

said they planned to start their own business or work independently within the next five years.

*(Culture Co-op Survey, Time Magazine)*

## STUDENTS GRADUATE WITH:

**AN ENTREPRENEURIAL MINDSET** and attitude manifested in confidence, resilience, empathy, and ethical behavior.

**THE PERSONAL SKILLS** of communication, teamwork, and leadership.

**EXPERIENCE IN** designing and implementing innovative solutions.

**BUSINESS SKILLS** that help you learn how to manage the important aspects of marketing, finance, legal, operations, sales and more that are critical to your success.

# WHAT OUR GRADUATES ARE DOING

- HEAD OF BUSINESS DEVELOPMENT, DATA MPOWERED
- FOUNDER, OPTIMUM ADVENTURES
- OPERATIONS AND ANALYTICS MANAGER, CAGENT VASCULAR
- FREELANCE BRAND AND CONTENT STRATEGIST
- SALES DEVELOPMENT REPRESENTATIVE, QUARTILE

# EARN A DEGREE IN ENTREPRENEURSHIP

## **B.A. IN ENTREPRENEURSHIP AND INNOVATION**

### **A COMBINATION OF ENTREPRENEURIAL AND DISCIPLINE-SPECIFIC SKILLS TO PREPARE YOU FOR YOUR CAREER.**

Our holistic approach to teaching challenges you to think and act as an entrepreneur within companies, startups, or self-employment. We have developed a curriculum that teaches resilience, collaboration, negotiation, and communication.

With this degree, you will not only graduate with an entrepreneurial mindset and skillset, you will also start your career having a deep expertise in a particular market or discipline area. To achieve this, we require that you complete a minor from any of the university's 100+ minor programs and choose one of the following areas of concentration:

- **New Venture Creation:** Learn how to start a company, work in a new and growing venture, or scale a small business.
- **Social Entrepreneurship:** Create positive social impact through a new venture or established company, regardless of whether it's forprofit or non-profit.
- **Corporate Entrepreneurship:** Bring your ideas to life and impact the bottom line through innovations in an established company.

## **DEGREE LENGTH & CO-OP OPTIONS**

Flexible options that you can finalize during your first year

### **5-YEAR, 3-CO-OP**

- More time to gain experience and build your network
- Explore interest in multiple industries.

### **4-YEAR, 1 CO-OP OR NCOP**

- A more "traditional" college experience.
- Ahead of the curve in terms of work experience.

### **3-YEAR, NCOP**

- Ten-week self-designed Practicum.
- For the ambitious student ready to start.
- Anticipating startup launch orfamily business post-graduation.
- Potential cost saving (one less quarter).

## **B.S. IN SUSTAINABILITY AND INNOVATION**

### **A UNIQUE MULTIDISCIPLINARY PERSPECTIVE ON SOCIAL AND ENVIRONMENTAL CHALLENGES PROVIDING YOU WITH THE TOOLS TO CREATE MARKET-BASED SOLUTIONS.**

This degree embeds the Charles D. Close School's unique approach to teaching entrepreneurship as a habit of mind within the framework of environmental stewardship, social equity, and economic sustainability.

Graduates of this degree will be prepared to innovate in a variety of contexts including established companies, new or growing ventures, social enterprises, educational institutions, and other nonprofits.

In accordance with United Nations Sustainable Development Goals, this degree challenges students to recognize the complex nature of solving problems at the intersection of civil society, the marketplace, and the natural environment.

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### Drexel Co-op

Cooperative education at Drexel enables undergraduate students to balance classroom theory with practical, hands-on experience prior to graduation. Students alternate classes with full-time employment through University-approved employers.

### Entrepreneurship Co-op

Close School offers the Entrepreneurship Co-OP where you can receive \$19,000 to start or grow your business. The Close School recognizes that many undergraduates have already started their own companies.

## WHY I CHOSE THE CLOSE SCHOOL



*The Close School offers a wide variety of experiential learning opportunities that truly add value to all the students studying in the Drexel ecosystem through its various initiatives and the Baiada Incubator making resources available for everybody.*

—Utsav Ganiwerla



*“I chose the Close School because it is the only school in the country solely dedicated to entrepreneurship; I can’t get this type of practical business education anywhere else!”*

—Noelle Wiggins



*“I chose the Close School because it offered the most innovative program and would help me do the most I can during my years here and beyond.”*

—Jasmine-Anjali Taur

## WHAT I AM LEARNING AND DOING



*“I am learning how to become a strong leader and innovator through engaging courses, hands-on experience, and guidance from the knowledgeable professors who are always there to help”.*

—Eva Goldthwaite



*“I am currently finishing up the 3 years accelerated bachelor’s in entrepreneurship and innovation program and am excited to start at the Drexel University Kline School of Law this fall.”*

—Robbie Newman



*“In being surrounded by entrepreneurs inside and outside of the classroom, we are learning skills from negotiating to creatively marketing our product to the right consumers.”*

—Paris Gramann

## WHERE IT IS TAKING ME



*“Since graduating from the Close School in 2018, I’ve been working nonstop on startups. At the time I graduated, I was running an equity crowdfunding platform before I moved into being a fractional CFO for early-stage startups. Now, I run a marketplace of fractional C-level executives, helping them get hired by top startups and scale-ups. I’m proud and grateful to have incredible investors backing me and a supportive group of friends and entrepreneurs from Drexel.”*

—Jacob Sheldon



*“While in college, I founded “Sharing Excess” which turned food destined for waste into meals for the hungry. Today, Sharing Excess delivers approximately 100,000 lbs of rescued food locally by partnering with grocery stores, restaurants, farms, and wholesalers. We are expanding our impact through college-based chapters in the Philadelphia area and have big plans for growth outside of the region”.*

—Evan Ehlers



# THE LAURENCE A. BAIADA INSTITUTE FOR ENTREPRENEURSHIP

Receive the Resources to Succeed

# Laurence A. Baiada Institute for Entrepreneurship

The Baiada Institute helps students translate the Close School's innovative curriculum into substantive companies.

The institute provides incubation and experiential programs for all interested Drexel University students. The state-of-the-art institute empowers students with all of the resources needed to start something. Inside the Baiada Institute, you can share workspace with innovators from all schools within Drexel, learning and networking with peers to improve your ideas and company. Equipped with services that span from legal aid to formal mentorship and advising, the Baiada Institute helps students translate the Charles D. Close School's innovative, groundbreaking curriculum into disruptive ideas and tangible companies.

**WE  
CREATE** COMMUNITY  
CONTENT  
COMPETITIONS  
CONNECTIONS  
COACHING

# WHAT THE BAIADA INCUBATOR CAN DO FOR YOU

A step-by-step guide for achieving the most during your startup experience



## IDEA STAGE

It all begins with an idea, start yours here.

### SERVICES PROVIDED

Become part of the vibrant Baiada Institute community where you will receive one-on-one advisory services, business-model assessment, templates & guides and referral to entrepreneurship resources.

### ENTREPRENEUR REQUIREMENTS

- Take action on received advice
- Participate in Drexel entrepreneurship programs
- Report on startup progress
- Create a StartupTree profile



## EARLY STAGE

As your idea takes shape, you will benefit from the incubator.

### SERVICES PROVIDED

Develop your idea and business model while obtaining connections from the Drexel entrepreneurship community in a part-time flex space. You will receive in-depth coaching and regular check-ins from a designated mentor.

### ENTREPRENEUR REQUIREMENTS

- Sign a space agreement
- Participate in Baiada workshops and competitions
- Attend startup advisor meetings
- Maintain academic standards



## RESIDENT STAGE

Take advantage of the services Baiada has to offer.

### SERVICES PROVIDED

Gain a dedicated workspace, company address, and connections with financial and legal professionals. Residents also benefit from quarterly progress reviews, content on the Baiada website, and media mentions.

### ENTREPRENEUR REQUIREMENTS

- Meet quarterly with your mentor
- Maintain membership in the Baiada community
- Participate in activities including workshops
- Mentor new entrepreneurs

Through the many generous donations, programs, and competitions that the Charles D. Close School and the Baiada Institute host, students can raise funds for their ventures and ideas



## MOVING FOWARD

Prepare to conclude your residency in the incubator.

### SERVICES PROVIDED

Receive mentor program access, website resources and up to eight hours per month of flex incubation access for one year after leaving the Baiada Institute.

### ENTREPRENEUR REQUIREMENTS

- Demonstrate your final presentation
- Complete an exit interview
- Attend Baiada alumni events
- Give back to the next generation of entrepreneurs



LEARN MORE AT [DREXEL.EDU/BAIADA](https://drexel.edu/baiada)



Top ranked by Princeton Review



The Charles D. Close School is **AACSB**<sup>1</sup> (Association to Advance Collegiate Schools of Business) accredited.

The Charles D. Close School is the nation's first independent school of entrepreneurship to offer degrees and is now accredited by AACSB under its university-wide scope of accreditation.

Only the best universities in the world are qualified to earn AACSB Accreditation, and the programs and curriculum offered by these schools ensure that graduates are not only knowledgeable in the foundations of business but that they also are collaborative, effective leaders ready to make an impact.

# PHILADELPHIA

*where it all started*

*Philadelphia was rated one of the 'must-see cities' by Forbes Magazine (2018).*

A mixture of top-notch cuisine, outdoor metropolitan activity, economic expansion and a bustling revitalization of the riverfront are a few elements of Philadelphia that draw travelers, students, and people looking for an exciting new place to call home.

But we're not just a pretty city. We're one of the fastest growing entrepreneurship hubs in America. Philadelphia is ranked a top 15 national and top 30 global entrepreneurship ecosystem in the 2022 Global Startup Ecosystem Report.

Additionally, Philly launched the "PHL: Most Diverse Tech Hub" initiative, which was launched to help the region's tech ecosystem stand out on a national stage for its diversity.

Philadelphia is the next major innovation and entrepreneurship hub. Imagine all that you can accomplish when you Start Now with all the resources that the city provides at your fingertips.



## Become a Proud Member of the Community

Philadelphia is home to 12 Fortune 500 companies. Businesses gravitate towards this city because of the resources they gain within the region. The proximity to financial and political hubs, as well as the access to an abundant workforce derived from college graduates throughout the area, allows companies to compete and excel on local, national, and global levels.

## The Birthplace of Our Nation

With a deep-rooted history, Philadelphia has always been, and continues to be, a home for starters. As the birthplace of our nation, the city is home to many firsts. Alongside the first medical hospital to modern inventions like the computer, The Charles D. Close School makes history in becoming the first independent school of entrepreneurship in America.

## Tremendous Entrepreneurial Spirit

There are over 50 incubators and coworking spaces in Philadelphia. These spaces are a testament to the entrepreneurial spirit of Philadelphia and the collaborative nature of the city. Drexel University contributes to the growth of entrepreneurship by providing resources through our state-of-the-art incubator, the Baiaida Institute for Entrepreneurship.



## ENTREPRENEURSHIP EDUCATION EMPOWERS EVERYONE

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