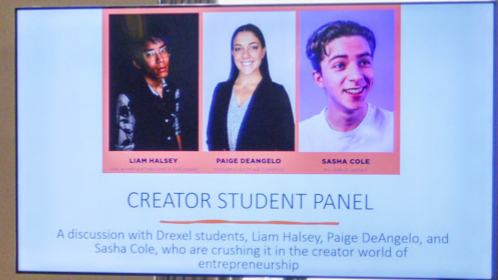
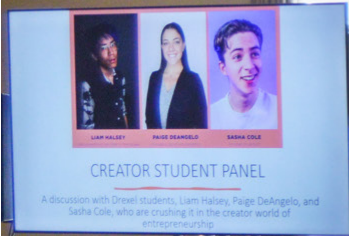




DREXEL UNIVERSITY  
**Charles D. Close**  
School of Entrepreneurship

# START SOMETHING



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



DREXEL UNIVERSITY  
**Baiada Institute**  
for Entrepreneurship

close@drexel.edu  
drexel.edu/close  
215-895-2566

LEARN  
MORE



# WHY CHOOSE THE CHARLES D. CLOSE SCHOOL OF ENTREPRENEURSHIP?



## **DEDICATED**

Drexel established the first ever school **dedicated** to Entrepreneurship.

## **ACCREDITED**

Association to Advance Collegiate Schools of Business.

## **RANKED**

Consistently a top-ranked entrepreneurship program by Princeton Review.

## **CURRICULUM**

Unique approach to Entrepreneurship education.



## 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 several ways: 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)*

## ENTREPRENEURSHIP PROVIDES OUR S

### 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.

### 65 PERCENT OF JOBS

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

*(Bureau of Labor Statistics)*

# STUDENTS WITH AMAZING CAREER OPPORTUNITIES

OUR PROGRAM PROVIDES OPPORTUNITIES FOR OUR GRADUATES TO WORK AS FOUNDERS OF STARTUPS, AS CORPORATE INNOVATORS IN ESTABLISHED COMPANIES, AND AS LEADERS IN NON-PROFITS.



## JOB TITLES

- CHIEF STRATEGY OFFICER
- FINANCIAL ANALYST
- ACCOUNT EXECUTIVE
- SUPPLY CHAIN ANALYST
- ASSOCIATE CONSULTANT
- ASSOCIATE PRODUCER
- BUSINESS DEVELOPMENT
- CYBER SECURITY SPECIALIST

## DID YOU KNOW?

MEDIAN SALARY FOR CLOSE GRADUTES IS \$67K.

## 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)

# THE CLOSE SCHOOL PROVIDES SEVERAL DEGREE OPTIONS

## **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. 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 concentration:

- **New Venture Creation:** Learn how to start a company, work in a new venture, or scale a small business.
- **Social Entrepreneurship:** Create positive social impact through a new venture or established company, regardless of whether for profit or non-profit.
- **Corporate Entrepreneurship:** Bring your ideas to life and impact the bottom line through innovations in an established company.
- **Tech Entrepreneurship Concentration:** Students gain deep hands-on expertise in technology solutions they can use to accelerate the build of new apps.

Also available is a Food Entrepreneurship certificate that prepares students to design and launch a new food product or concept from initial consumer research and conceptualization by developing and testing a value proposition and business model.

## **3-YEAR ACCELERATED OPTION**

### **THE 3-YEAR BA IN ENTREPRENEURSHIP AND INNOVATION PROGRAM IS A UNIQUE, ACCELERATED PLAN OF STUDY THAT TEACHES ENTREPRENEURSHIP AS A HABIT-OF-MIND THAT APPLIES TO BOTH YOUR CAREER AND YOUR LIFE.**

The three-year degree in entrepreneurship & innovation offered by the Charles D. Close School is rigorous and sustains all the standards of our four- or five-year degree programs. It is a degree that is particularly appealing to the student who is determined, disciplined, and goal oriented – as we find that many entrepreneurship students are.

## **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.



# 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

As a creative solo entrepreneur, you possess a constant flow of innovative ideas, driven by the desire to build your own brand or create something new.



## IMPACTER

You're a passionate social entrepreneur driven by the desire to make a positive impact, always seeking opportunities for meaningful change.



## BUILDER

You're a problem-solving, proactive individual with a passion for technology and business, constantly seizing new opportunities and thinking innovatively.



## CAREERIST

You're an innovative professional combining creativity and business acumen to enhance existing structures, preferring to innovate from within rather than launching your own company.



## SEEKER

You're an entrepreneurial multipotentialite driven by curiosity, constantly diving into new ideas and ambitions to learn and grow.



## FAMILY

Growing up in a family business provided valuable insights and ignited your entrepreneurial spirit, giving you a distinct advantage as you embark on your journey to take over the family business.

# STUDENT PERSPECTIVES

## 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

## 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

## WHERE IT IS TAKING ME



*“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



# CO-OP GIVES YOU VALUABLE WORK EXPERIENCE

## DREXEL CO-OP

Co-op is a distinctive feature of Drexel where students alternate classes with full-time employment. Entrepreneurship majors benefit from co-op by exploring industries, companies and roles related to their concentration and minor.

## ENTREPRENEURSHIP CO-OP

The Entrepreneurship Co-op is a distinctly Drexel feature, providing students with a \$19,000 scholarship and six months to work on their startup idea. It is a competitive program that many students have used to launch their own companies.

## ENTREPRENEURSHIP STUDENTS HAVE CO-OP OPPORTUNITIES IN STARTUPS, ESTABLISHED COMPANIES AND NON-PROFITS

- CYBERSECURITY EDISCOVERY ANALYST
- CORPORATE DEVELOPMENT CO-OP
- RESEARCH ASSOCIATE
- USER EXPERIENCE RESEARCHER
- MARKETING CO-OP
- FINANCE ANALYST
- ENERGY CONSERVATION CO-OP
- NON-PROFIT COMMUNICATIONS
- DIGITAL SERVICES CO-OP



# THE LAURENCE A. BAIADA INSTITUTE FOR ENTREPRENEURSHIP

## STUDENT STARTUP INCUBATOR

# Laure Institute for Ent

## 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.



ence A Baiada  
repreneurship

# WHAT THE BAIADA INSTITUTE 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.



### 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.



### 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.



### 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.

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

# HOW THE BAIADA INSTITUTE SUPPORTS STUDENT ENTREPRENEURS

## COMMUNITY

The Baiada community is a vibrant place for entrepreneurs and creatives to build their ideas and work alongside other student entrepreneurs.

## CONTENT

Specialty workshops and events focused on entrepreneurship speakers and topics, including our acclaimed Drexel Startup Fest and Future Fest events.

## COMPETITIONS

Students from across the university can compete in a variety of pitch and investor competitions, including our marquee Drexel Startups Fund and Baiada Incubator Competitions.

## CONNECTIONS

We connect you with the critical entrepreneurial support resources you need to succeed, including providing access to many Philly-based resources.

## COACHING

Our coaching programs seek to connect qualified mentors to students that need valuable personal insights, idea feedback and professional perspectives that are so important to their progress and future success.



## FACULTY PROFILES

**THE CLOSE SCHOOL FACULTY INCLUDES SEASONED ENTREPRENEURS AND RESPECTED RESEARCHERS WHO DELIVER A SET OF AMAZING EXPERIENTIAL COURSES.**



**BARRIE LITZKY**  
**ASSOCIATE PROFESSOR**

Barrie Litzky, PhD is an associate professor of Entrepreneurship at the Charles D. Close School of Entrepreneurship. She teaches social entrepreneurship, sustainable innovation, and mindfulness. Barrie's research centers on the role of business in society and in the ways that organizations and their members both create and respond to social justice issues. Her publications appear in Entrepreneurship Theory and Practice, Journal of Business Ethics, and Journal of Ethics and Entrepreneurship.



**OZLEM OGUTVEREN-GONUL**  
**ASSOCIATE TEACHING PROFESSOR**

Ozlem Ogutveren-Gonul is an Associate Teaching Professor of Entrepreneurship with over twenty-five years of teaching experience. She holds a PhD in Organizational Behavior and has been involved in many social ventures. Her current research interests include incubator models, success and failure in entrepreneurship, social capital and organizational fit.



**SCOTT QUITEL**  
**ASSOCIATE TEACHING PROFESSOR**

My classroom: the City - its parks and natural areas, commercial corridors, transit lines, diverse neighborhoods, public schools, array of creative local entrepreneurs, vacant land and brownfields, creeks and rivers and wetlands, and its beating heart. My fascination: the untethered mind of an entrepreneur. My teaching fuels: curiosity and wonder. My teaching application: the practice of the Ps of eco-social entrepreneurship: Planet - People - Profit - Passion - Pissed-off-ness - Partnership.



## SOME OF OUR DISTINCTIVE AND EXPERIENTIAL CLASSES

- Launch It
- Ready Set Fail
- Early Stage Venture Funding
- Social Entrepreneurship
- Leading Startups
- Ideation
- Innovation in Established Companies
- Organizational Development and Change for Corporate Entrepreneurs



### **DAMIAN SALAS**

#### **ASSISTANT TEACHING PROFESSOR & ASSOCIATE DEAN FOR ACADEMIC PARTNERSHIPS**

I spent a successful career leading strategic entrepreneurship initiatives for large nonprofit healthcare companies in PA, Del and NJ. In addition, I was the founding chair of The Philadelphia Alliance's Administrative Domain, leading the human capital strategy for over 30,000 members throughout the Philadelphia region. Currently, I am the Assistant Dean of Entrepreneurship Programs and Assistant Teaching Professor leading corporate development strategies and academic partnerships.



### **ZAHED SUBHAN**

#### **TEACHING PROFESSOR**

I have over 30 years experience in the multinational pharmaceutical and biotechnology industries spanning senior roles in Research and Development, Marketing, Sales and Strategic Planning. I have founded multiple biotechnology companies raising over \$50MM in venture capital funding and achieved an IPO. I have taught undergraduates, graduates, and in executive education programs focusing on Marketing, Sales, Strategy, Entrepreneurship and Innovation Management.



### **JOHN H. WILSON**

#### **ASSISTANT TEACHING PROFESSOR**

John H. Wilson (PhD, MBA) is an entrepreneur, intrapreneur (corporate entrepreneur), scholar, and public speaker with more than twenty years of experience in the software & services industries. Prior to joining the Drexel faculty, Dr. Wilson served as Director, Product Management (General Manager for Global & Foundational Technologies lines of business) at Vertex, Inc (NASDAQ: VERX).

# 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 Baiada Institute for Entrepreneurship.



## ENTREPRENEURSHIP EDUCATION EMPOWERS EVERYONE

215-895-2566

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[@thecloseschool](https://www.facebook.com/thecloseschool)

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