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The Hogan Entrepreneurial Program

Director: Dr. John Webster

Program Overview and Objectives

The Hogan Entrepreneurial Program prepares highly motivated students for entrepreneurial careers in business, government, and non-profit organizations. This interdisciplinary preparation builds their capacity to innovate, their willingness to take risk, and their sensitivity to the social significance of their business activities. The Hogan Program, steeped in the tradition of Marianist values, is open to students from all undergraduate and graduate majors. Those chosen, take part in a variety of curricular and co-curricular activities during their junior, senior, and or graduate student years. Students completing at least one full year of the program are designated **HOGAN ENTREPRENEUR GRADUATES**. Central objectives of the program are the following:

- Inspire and develop outstanding Chaminade students for entrepreneurial work in a wide range of organizations.
- Introduce students to the life of the entrepreneur.
- Develop skills and perspectives for leadership, including the questioning of assumptions, judicious risk-taking, and creativity at work.
- Foster a mind-set that makes integrity and concern for social justice central to all entrepreneurial pursuits.
- Facilitate students' career entry and development by providing networking opportunities and exposure to entrepreneurs and their work environments.

Program Components

The program includes both coursework and additional activities to foster entrepreneurial thinking and skill development.

ACADEMIC COURSEWORK IN ENTREPRENEURSHIP (Curricular)

(English 102 and COM 101 are prerequisites for all upper division courses)

ENT 301 Entrepreneurship (3) (for undergraduates - to be taken in Fall of the First Year)

This course provides an overview of the fundamentals of entrepreneurship, the external environments of organizations, the issues which affect entrepreneurial success and the management of entrepreneurial ventures. The course also includes a review of financial statements, business functions, and fundamental business concepts.

ENT 302 Hogan Colloquium (3) (for undergraduates - to be taken in Spring of the First Year)

This course involves participation in the Hogan professional development workshops. Speakers are drawn from companies, non-profit organizations, and government to share first hand experience or research on entrepreneurial ventures. Workshops develop students' skills in areas such as professional communications, business etiquette and protocol, media relations, salesmanship, cross-culture management, etc.

(For undergraduate students choosing to take more than one year of Hogan classes)

ENT 401 Entrepreneurship – Applied Concepts and Practices I (3) (To be taken in Fall of the Second Year)

This course includes topics of risk assessment, venture capitalization, change management, and legal issues related to organization start-up. Students work as a team to create a new venture plan which could result in a fundable business proposal. They will visit start-up companies and conduct case studies designed to sharpen their understanding of key financial concepts and the development of business plans.

ENT 402 Entrepreneurship – Applied Concepts and Practices II (3) (To be taken in Spring of the Second Year)

This course involves participation in advanced professional development workshops. Speakers are drawn from companies, non-profit organizations, and government to share first hand experience or research on entrepreneurial ventures. Workshops develop students' skills in practical areas such as branding, web-based marketing, relationship management, etc. In this workshop, students implement the business plan developed in ENT 401.

(For MBA students – take either MBA 701 or MBA 740)

MBA 701 Entrepreneurship (3)

This course examines the challenges of establishing owning and managing a small business. Students learn methods of identifying new business opportunities; planning for and organizing a business; marketing its goods/services; financial planning and control.

MBA 740 Social Enterprise Management (3)

This course introduces students to the application of entrepreneurship to the advancement of social change within organizations that have a double bottom line: creating tangible social value as well as financial return. Students will use cases and examination of live organizations to develop knowledge of the strategies for and challenges of creating sustainable and successful social ventures. Issues including start-up, funding, organizing, growing, and assessing a social enterprise will be explored.

NON – ACADEMIC ACTIVITIES (Co – Curricular)

Wednesday Evening Speaker Series (Mandatory)

All Hogan students are required to attend Wednesday Evening Sessions to interact with guest entrepreneurs.

International Study Mission (Optional)

Students may be eligible to attend international trips to be exposed to business in a foreign culture. This is offered in the summer and may include trips to China, India and other Asian countries.

Internship in Applied Entrepreneurship (Optional)

Students may participate in an internship of any duration, but not shorter than the equivalent of four weeks full time work. The internship exposes students to entrepreneurs and their day-to-day work. These are normally paid internships, and the internships are developed and selected by the staff of the Hogan Entrepreneurial Program.

Community Service (Mandatory)

All students in the Hogan Entrepreneurial Program serve at least 25 hours of community service locally during each year of their candidacy in the program. The areas of service are at the choice of the students and are approved in consultation with the program director to best leverage skills the students develop in the program.

Mentor Relationships (Optional)

All students are offered entrepreneurial mentors to provide advice and support in developing their entrepreneurial skills and interests.

Social Entrepreneurial Opportunities (Optional)

Student may participate in a variety of innovative Hogan activities designed to assist communities in which we operate. They include things such as: Non Profit Business Plan Competition, Workshop for the Homeless, and others.

Program Eligibility and Candidate Selection

Students are eligible to apply for the Hogan Entrepreneurial Program if they will be juniors, seniors or a graduate student when they enter. Review of applications and the interview of applicants by the program director and selected members of the Hogan Entrepreneurs Advisory Board will take place early enough so that selected students can take advantage of early registration.

- A GPA of 3.0 or better and continuing performance at that level during time in the program.
- A record of leadership or entrepreneurial roles and activities.
- A personal orientation, which evidences creative thinking and the ability to thoughtfully consider the ethical dimensions of individual, group, and organizational action.

The number of entering students is limited to about twenty five each year.

Note: Some students are accepted as *Adjunct Hogan Entrepreneurs* if they qualify in all but the area of grade point average, or if they expect to be in the program for less than one year. Those without an adequate GPA will be accepted as regular Hogan Entrepreneurs and be eligible for a Hogan Certificate of Achievement when they attain an overall GPA of 3.0 or better.

Distinguishing Features of the Hogan Program at Chaminade

- An “honors” orientation.
- A unique blend of program components to foster both students’ self-management abilities and their contribution to the community.
- Extensive contact with members of the Hawaii business community.

A focus on developing critical thinking and process skills to prepare students from diverse academic disciplines for innovative work in a wide range of organizations.