

Innovative Ideas- UNC-Chapel Hill

Category: Teaching

Project Name: [Carolina Entrepreneurial Initiative \(CEI\)](#)

The Idea: UNC-Chapel Hill has worked to successfully expand entrepreneurship education beyond the business school and across campus into the College of Arts and Sciences and professional schools. CEI achieves this goal through a wide range of educational programs, research opportunities and experiential learning opportunities for students, faculty and staff. Among its programs are: a minor in entrepreneurship, an annual entrepreneurial business-plan competition, a social entrepreneurship incubator that supports student-led projects to address social justice issues, and research seminars focused on expanding knowledge about what makes entrepreneurial ventures successful.

Project Execution: CEI is directed by the [Kenan Institute of Private Enterprise](#), an outreach arm of the [Kenan-Flagler Business School](#). Its programs are created and operated by units across campus with seed funding from the initiative. A key component is the participation and engagement of successful entrepreneurs, many of them UNC alumni, in every aspect of the initiative.

The \$11 million effort is funded by a five-year grant (beginning in spring 2004) from the [Ewing Marion Kauffman Foundation](#) that is matched 2-1 by [UNC-Chapel Hill](#) with contributions from private donors.

External Impact: The Carolina Entrepreneurial Initiative has reached thousands of UNC-Chapel Hill students, faculty, staff, alumni and partners around the world through on-campus programs, speaker events, competitions, workshops, global internships and newly created ventures. *Launching the Venture*, one particular program of CEI, has helped create 42 new commercial and nonprofit ventures.

Internal Impact:

- Real-life experiences and participation by real-life entrepreneurs are critical components for successful entrepreneurship education.
- CEI has helped create at least 16 new programs that integrate entrepreneurship into teaching, research and service at UNC-Chapel Hill.
- Enrollment in undergraduate and graduate entrepreneurship courses at UNC has more than doubled in three years (from 678 to 1,575) as have the number of faculty members teaching entrepreneurship courses (27 to 66).
- More than 50 undergraduate students have participated in entrepreneurial internships in the United States and Asia.
- Nearly 300 teams have participated in the Carolina Challenge, learning to turn their ideas into business plans.
- More than 300 faculty, staff and students have participated in financial literacy workshops.

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