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Business Innovation Group (BIG) News

Georgia Southern University

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More college students turn to entrepreneurship

Entrepreneurship education for college students has been around for a long time, at least since the 1970s, and it has continued to grow substantially since the 1980s. As students have become more aware of starting a business as a career path, they have begun to explore it as a real option much earlier in their career than previously. This general trend has accelerated recently as the number of jobs available to college students has declined.

And so students ask: We have a careers center for help with jobs, but what is our college doing to help us start businesses? This is not an insignificant question.

For example, the National Council for Graduate Entrepreneurship in the United Kingdom found that around 3 percent of its college students were already running a business as college or in the process of starting one. The data for the United States is likely to be similar or indeed higher.

In the case of Georgia Southern University, this means that around 600 students a year could already be involved in running or trying to start businesses. So what are colleges trying to do, if anything, to help these budding entrepreneurs? Although slow to recognize the need, many colleges are starting to address these

Dr. Luke Pittaway contributed the latest Eagle Executive Briefings column titled “More college students turn to entrepreneurship.” Luke writes:
“As students have become more aware of starting a business as a career path, they have begun to explore it as a real option much earlier in their career than previously. This general trend has accelerated recently as the number of jobs available to college students has declined.”

Luke poses an intriguing question, “So what are colleges trying to do, if anything, to help these budding entrepreneurs?”

In our case, we are directly addressing this opportunity by creating the “Entrepreneurial Zone (E-Zone)” at the new City Campus:

“The E-Zone is unique as it is rapidly becoming a focal point for all aspects of entrepreneurship and small business at the university, including our sponsored programs in the subject area and classes for local entrepreneurs led by the Small Business Development Center and the Chamber of Commerce.”

Business in Savannah