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Michigan State University’s Eli Broad College of Business Prepares MBA Students to be Entrepreneurial “Change Agents.”

East Lansing, MI — The Eli Broad College of Business is providing an opportunity for MBA students to develop skills in opportunity analysis, adaptive strategy, market creation, idea generation and more during the third annual Broad Week in Entrepreneurship.

Broad Week is designed to provide Broad MBA students with an engaging and educational exposure to entrepreneurship. The event takes place over the course of three days and covers various topics, such as the art of starting, developing a business model and launching a company. Students will have the opportunity to attend information sessions and workshops hosted at various entrepreneurship venues across the state, including Bizdom U, Start Garden and many more.

“Broad Week is important because it gives our MBA students an intense experience that demonstrates the importance of having an entrepreneurial mindset in either their corporate or entrepreneurial careers,” said Forrest Carter, Ph.D., and marketing professor in the Eli Broad College of Business.

Broad Week is influenced by the Kaufman Foundation’s active learning program “Startup Weekend.” Students that complete Broad Week will be encouraged to take their business concept generated over the course of the three-day event and submit it to the Broad College Business Plan Competition and/or the Spartan Innovations Green Light Competition. Broad Week takes Place Oct. 16-18. More information is available on the MSU Institute for Entrepreneurship’s website at http://ie.broad.msu.edu.

The Eli Broad College of Business and the Eli Broad Graduate School of Management includes five departments (Accounting and Information Systems, Finance, Management, Marketing, and Supply Chain Management), and one independent, industry-specific program, The School of Hospitality Business. Currently, about 5,000 students are enrolled at the undergraduate level, and about 1,000 students are enrolled in specialized master’s, doctoral or MBA degree programs as well as various Executive Development Programs, making Broad one of the largest business schools in the country.

The Institute for Entrepreneurship focuses on three main areas: teaching, research and outreach. Through teaching, research and outreach, the Institute supports related programs and activities in the Broad College of Business’s undergraduate specialization in entrepreneurship and its MBA secondary concentration in entrepreneurship. The Institute advances and promotes academic and applied research
on entrepreneurship, venture capital and private equity, and disseminates academic and applied research and core knowledge to our constituents.

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