

# School of Business

*Reinventing Business*

Leading  
Change™

THE CAMPAIGN FOR USD

## Endowed Center for Creativity, Innovation and Entrepreneurship: **\$5.5 million**

### Background

The School of Business is seeking \$5.5 million to **endow and support a new Center for Creativity, Innovation and Entrepreneurship**. The Center for Creativity, Innovation and Entrepreneurship (CCIE) will serve as a hub for cross-campus activities and programs in the areas of creativity, innovation and entrepreneurship. Now more than ever, entrepreneurship drives innovation, jobs and wealth creation, and improves work performance and productivity and betters our lives and communities.

San Diego is a hub of entrepreneurial activity, abuzz with hundreds of startup companies and entrepreneurs. A recent USD study revealed that 42 percent of all seniors on campus would be interested in an entrepreneurship major and 62 percent would be interested in a minor.

Additionally, 77 percent of sophomores, juniors and seniors have thought about starting their own business. In keeping with our mission of creating socially responsible future business leaders, many of these students are interested in ventures that provide a social benefit in the context of a business enterprise.

Furthermore, employers and business leaders regularly identify creativity and innovation as critical needs in established organizations. Providing students with training in how to nurture creativity, innovation and entrepreneurship will help launch them in successful careers and provide great value to their companies.

### Objectives

The CCIE will serve as a hub not only for students and faculty in the School of Business, but also the Shiley-Marcos School of Engineering, the School of Law and the College of Arts and Sciences. These connections will greatly enhance the connections between technology and business, as well as encourage non-business majors to pursue their passion for entrepreneurship.

The funds will be used to hire a managing director for the center who will serve as the administrator for the center's programming, as well as act as USD's primary connection to the entrepreneurial and innovation communities in San Diego. In addition, we will appoint a faculty director who is a thought leader in this field and who will share responsibility for strategic planning, curriculum development and strengthening connections with the business community. Additional affiliated faculty members will develop courses, mentor student teams and pursue academic research that will raise the academic reputation of the School of Business and the university as a whole.

### Impact

The Center for Creativity, Innovation and Entrepreneurship responds to a strong demand from employers and business leaders for creativity and innovative solutions to global problems. In addition, the new center will leverage the strengths of the School of Business' faculty members whose teaching and research directly pertain to creativity, innovation and entrepreneurship. Establishing a center specific to their areas of expertise will bring focus to these areas and attract future students and employers.

With USD's national and international recognitions for entrepreneurship education and activity — and with a cadre of students and alumni who have already launched or founded their own ventures — now is a pivotal time to create an innovative center that will harness this movement.

### For More Information

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