

KSU Wins USASBE 2010 National Model MBA Program Award

This past week, Kennesaw State University's Coles College of Business won the United States Association of Small Business and Entrepreneurship (USASBE) 2010 National MBA Model Program Award for the "excellence" of its new MBA Entrepreneurship Concentration. USASBE is the United States Affiliate of the International Council of Small Business, and is the only U.S. professional entrepreneurship organization that has made excellence in the "teaching" of entrepreneurship the core of its mission. USASBE offers four different National Model Program Awards for excellence in the teaching of entrepreneurship every year – one at the undergraduate level, one at the MBA level, one at the PhD level, and one for "specialty" educational programs. However, even though the Awards were created and first offered in 1990, they are not always given every year. Thus, over the past 20 years, only 50 Awards have been given – 14 at the undergraduate level, 19 at the MBA level, 5 at the PhD level, and 12 to various specialty entrepreneurship programs.

With this win, Kennesaw joins the ranks of nine other colleges or universities that have won two of these four Awards. Five, including Kennesaw, have won the Bachelor's and MBA Model Program Awards (Arizona, Ball State, St. Thomas, and Wake Forest), three the MBA and PhD Awards (Georgia, Indiana, and Louisville), and one the MBA and Specialty Program Awards (George Washington). Kennesaw previously won the USASBE National Model Undergraduate Program Award in 1998. No school has yet won three or all four of these Awards. However, Kennesaw may have an opportunity to do so very soon, since its Specialty Program in Family Business would have been selected for the Finals in the Specialty Award category this year save for a USASBE Rule that NO school may compete for more than one of these Awards in any year.

In order to win any of these USASBE Awards, the schools competing for them must show that their programs are truly excellent with respect to five different criteria: (1) Innovativeness and/or Uniqueness, (2) Quality and/or Rigor, (3) Comprehensiveness, (4) Sustainability, and (5) Transferability (to other institutions) [This is a Tie-Break Criterion only].

Kennesaw's "new" MBA Entrepreneurship Concentration includes nine advanced MBA level courses that its MBA students may take to pursue their various Entrepreneurial interests. They are (1) MGT 8520 [Entrepreneurship, Creativity, and Opportunity Identification], (2) MGT 8530 New Venture Startup and Growth, (3) MGT 8535 [Developing Effective Business Plans], (4) MGT 8540 [Entrepreneurial & VC Financing], (5) MGT 8545 [Launching New Ventures], (6) MGT 8550 [Consulting Strategies], (7) MGT 8555 [International Entrepreneurship], (8) MGT 8560 [Family Business], and (9) MGT 8950 [Independent Study in Entrepreneurship]. It would, therefore, be possible for an MBA student to take all six of his or her "elective" courses in Entrepreneurship if they were interested in doing so.

Four aspects of Kennesaw's "new" MBA Entrepreneurship Concentration and related entrepreneurship activities were noted by the Award Judges as important contributors to Kennesaw's win. First, Kennesaw's school-wide, in fact community-wide, Concept-2-Reality™ Competition that encourages students, faculty, staff, and members of the local community to start the process of transforming their ideas for new products and services into actual real world businesses. Second, Kennesaw's MGT 8545 and MGT 8950 classes which give students both advise, counsel, and course credit for working toward the launch of their business ideas while they are still in school. Third, Kennesaw's hosting of the Georgia Bowl® Business Plan Competition, the third oldest such competition in the world and the opening competition in each year's business plan competition circuit leading to the Global Challenge of Moot Corp®, which is widely considered to be the "Super Bowl" of collegiate business plan competitions. And, fourth, the outstanding record that Kennesaw's MBA students have established over the past two and a half years in participating in numerous national and international business plan competitions and, more importantly, in actually launching their new ventures either while in school or shortly after graduation.

The winners of USASBE's various National Model Program Awards are summarized in the attached Table.

USASBE National Model Program Awards

Year	Bachelor's Awards	MBA Awards	PhD Awards	Specialty Awards
1990	None	Arizona	None	None
1991	Illinois, Chicago	DePaul	None	None
1992	Ball State	Georgia	None	None
1993	None	St. Thomas	None	None
1994	None	St. Louis	None	None
1996	Baylor	George Washington	None	Texas El Paso [Franchising]
1997	Nebraska	Oregon	Colorado	None
1998	Kennesaw	Ball State	Georgia	None
1999	St. Thomas	San Diego State	Pittsburgh	None
2000	Victoria	Texas	None	Stetson [Family Business]
2001	Miami (Ohio)	Louisville	None	Portland [E-Scholars]
2002	Arizona	Babson	None	Stanford [E-Engineering]
2003	None	Wake Forest	None	Purdue @ Calumet [E-Outreach]
2004	Iowa	Harvard	Indiana	South Florida [Technology E-ship]
2005	Syracuse	Western Carolina	None	GA Tech & Emory [E-Science & Law]
2006	None	North Carolina	None	George Washington [Women's E-Leadership]
2007	None	Indiana	None	North Central College []
2008	Belmont	None	None	Maryland @ Baltimore []
2009	Iowa State	Wisconsin	None	Rice Alliance [E-Tech Community]
2010	Wake Forest	Kennesaw	Louisville	Cal State San Bernardino [Hispanic E-ship]

Won Bachelor's & MBA Awards	Won MBA & PhD Awards	Won MBA & Specialty Awards
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