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## Entrepreneurship Across the Curriculum

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Last October I wrote briefly about several of the steps we have taken at Kettering University over the past three years to enable the institution to deliver on its promise to be a collaborative contributor to regional socio-economic development. That promise is codified in a newly articulated mission statement which proclaims that Kettering University is dedicated to adding transformational value to its stakeholders by engaging in collaborative partnerships that contribute to the well-being of our region and society.

Kettering's vision statement contains a parallel proclamation that Kettering will be preeminent regionally as a contributor to economic development and growth. The steps described in my October column have been executed under overarching strategic goals of rebalancing and revitalizing the institution's commitment to all facets of its mission and engaging in collaborative partnerships built on Kettering's strengths.

You might find it surprising that a private, independent institution of higher education would so forcefully embrace this kind of "outreach" – something more typically found in the service mission of public universities. However, this commitment is real and it is based not solely on my personal philosophy but a philosophy that is permeating the institution. Here is an example of that.

Kettering has been receiving annual financial support from the Kern Family Foundation and since 2006 has been one of 22 institutions in the Kern Entrepreneurship Education Network (KEEN) supported at the \$50,000 per year level. The Kern Family Foundation brought Kettering into KEEN in 2006 because of the leadership of a few faculty members who were interested in initiating entrepreneurship programming at Kettering. Under the leadership of Professor Massoud Tavakoli, a Kettering Entrepreneur Society was formed. So far, more than 100 students have been members of the society and five student-led businesses have been formed.

In 2006 a new course in "innovation and new ventures" was introduced with 20 students enrolled. As of this fall, 97 engineering and six business students have completed this course, which has been offered six times and refined by professors Andy Borchers, Bill Riffe and Art Demonte. Mr. Demonte is an "executive in residence" and holds the F. James McDonald Chair in Entrepreneurship. Kettering also recently established a minor in entrepreneurship. Go to [www.kettering.edu/visitors/storydetail.jsp?storynum=2786](http://www.kettering.edu/visitors/storydetail.jsp?storynum=2786) for details about the efforts of these professors.



*President Stan Liberty*

In November the Kern Family Foundation announced that it was increasing its level of support of two KEEN member institutions. Kettering is now supported at the \$225,000 level and is developing an innovative "entrepreneurship across the curriculum" program. About 30 faculty members will be involved in this initiative which will allow us to introduce entrepreneurship and intrapreneurship concepts in a wide range of classes and disciplines all through the freshman to senior year experience. Once the new program is piloted it will be disseminated throughout KEEN for adoption at other institutions.

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