



# Recruiting Texas MBAs in Entrepreneurship



## THE TEXAS MBA: ENTREPRENEURSHIP

The majority of Texas MBA entrepreneurship students seek positions with corporations that value passionate individuals who desire to run a business or business unit. The Texas MBA program's "hands-on" approach provides the foundation for our entrepreneurship students to build the cross-functional skills required to manage an established or fledgling business. Through case studies and real-life practica, Texas MBAs learn to solve problems through analysis and innovation and to successfully identify growth opportunities and launch new products.

“Professors at McCombs take a very real world approach in teaching entrepreneurship because they have walked the walk. Lessons in market validation, dealing with investors, and even evaluating business plans prepared me well to deal with the ambiguity of entrepreneurship. These lessons and many more have stuck with me throughout this journey!”

*Naruby Schlenker, MBA '10,  
Co-Founder of Ordoro*



top inset: John Butler, Director of Herb Kelleher Center for Entrepreneurship, Professor  
below: MBA team eyeQ - Winners of the 2012 Venture Labs Investment Competition (vlic.utexas.edu), The Super Bowl of Investment Competition, is the premier world-wide investment competition hosted annually at The University of Texas at Austin.



# Curriculum

Students complement their studies in finance, marketing, management and operations through a concentration in entrepreneurship, of which the following core classes are required:

- *Entrepreneurial Management* — The life cycle of a company from opportunity to exit.
- *Opportunity Identification and Analysis* — How to identify and analyze compelling business opportunities.
- *Gathering Resources and Launch* — How to turn a compelling idea into a real business or product from designing a business model, through obtaining funding, valuing the venture and striking the deal, recruiting and managing the team and selling the product.
- *Entrepreneurial Growth* — How to successfully grow and manage a business or business unit to its fullest potential.
- *Entrepreneurship and Incubation* — Understanding how new opportunities are identified and commercialized with special emphasis on the process of incubation. The course places a great deal of emphasis on “live” case studies of entrepreneurs who have contributed to creating wealth and jobs in this region and around the globe.
- *New Venture Creation* — Develops the skills necessary for evaluating and creating a new venture and the ability to communicate the endeavor effectively through written and verbal presentation. At the end of the course, students are able to evaluate business opportunities in start-ups and established companies from the perspective of both an entrepreneur and an investor.

Entrepreneurship students may additionally customize their focus through a number of elective courses, including:

- *Innovation in Business Marketing*
- *Managing and Marketing in the Global Arena*
- *Strategic Analysis for High-Tech Industries*
- *Corporate Governance*
- *Law for Entrepreneurs*
- *Enterprise of Technology: Mind to Market*
- *Jon Brumley Texas Venture Labs Practicum*
- *Venture Fellows Practicum*

## How to Get Involved

### JON BRUMLEY TEXAS VENTURE LABS (TVL)

TVL is a university-wide initiative to support technology commercialization, entrepreneurship and innovation, while providing a unique and directly applicable educational experience for participating students. TVL provides the intellectual horsepower to promote new venture creation through education and mentoring, market and business plan validation, team-building and networking, and providing direct links to resources and funding.

### VENTURE LABS INVESTMENT COMPETITION (VLIC)

The oldest and most prestigious business school new venture competition in the country, Venture Labs Investment Competition (VLIC), formerly Moot Corp., was launched in 1984 by two Texas MBA students. With aspiring entrepreneurs soliciting startup funds from experienced investors, VLIC simulates the process of raising venture capital. MBAs from business schools around the globe come to The University of Texas at Austin each May to present their business plans to panels of investors. VLIC offers the winning team \$180,000 in goods and services intended to help sustain the venture until it attracts seed funding.

### GRADUATE ENTREPRENEUR SOCIETY

With more than 150 members, the Entrepreneur Society provides Texas MBAs with resources and support through education, networking activities and professional development to become value creators in the organizations they serve. For additional information on events, leadership contact information or resumé book, contact MBA Employer Relations.

Among the events held by the Entrepreneur Society every year are:

- *The Pitch Party* — The annual Pitch Party allows students, faculty, alumni and companies (the Central Texas venture capital community) to share their entrepreneurial ideas in exchange for faux funding from alumni and student “investors.” Additional sponsorship is available through gifts for the winning team.
- *Entrepreneur Society Speaker Series* — Successful entrepreneurs and entrepreneurial-minded companies are invited to McCombs to discuss their challenges and insight regarding real-world entrepreneurial experiences during this well-received series. Past speakers have included Southwest Airlines founder Herb Kelleher, Ernst & Young Entrepreneur of the Year Ron Edgerton, Hoovers.com founder Gary Hoover, Gary Marino, CEO of BillMeLater.com and Steve Schaffer, CEO of Vertive Inc.
- *Career Fairs* — MBA Career Management holds several career fairs and is actively involved with SXSW Interactive to connect companies with students. These recruiting events are great opportunities for companies to meet students interested in business development, opportunity identification, project management, new product development or any other positions requiring an entrepreneurial mindset. The Entrepreneur Society also hosts a Career Fair each spring focused on start-up companies.

### VENTURE FELLOWS

The prestigious Venture Fellows program provides an opportunity for MBA students to obtain practical experience in the private equity market. Students admitted to this program participate in a two-semester practicum that includes an internship with a business incubator, venture capital or buyout firm, or an agent or advisor in the private equity market. The Fellows also attend weekly seminars during those two semesters in which faculty and guest lecturers from the private equity community discuss issues ranging from bootstrapping a business through the intricacies of private equity investing. Approximately 20 students participate in this program each year.

### MBA EMPLOYER RELATIONS

Our team within MBA Career Management is focused on enhancing your recruiting experiences at McCombs. We can help create a customized, efficient and effective recruiting strategy to meet your recruiting needs.



**Bill Fleming**  
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MBA Employer Relations



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### CONTACT THEM AT

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