Entrepreneurship in Action (MGMT 4171W/4172) Application
M/W: 3:45 - 5:25

Application required. If selected, you will be pre-authorized to register for both fall/spring semesters.

Thank you for your interest in participating in this exciting and unique venture in which thirty undergraduate students will conceive, launch and operate 3+ real businesses. This unique capstone class offers a “hands-on” learning experience and has received extensive coverage in national and local television, newspapers and magazines.

This 8-credit course runs for two consecutive semesters. Students gain hands-on experience with all aspects of business including sales and marketing, finance and accounting, supply chain, human resources and information technology. Students are encouraged to takes risks, learn from their mistakes and continue to improve and refine their business. Additionally, the students gain personal insights on the leadership, communication and organizational behavior issues faced within a launching a real business.

During fall semester, students develop, evaluate and test potential business opportunities, select the businesses they will operate, determine the resources required and develop a plan to launch their business. During spring semester, students develop and sell initial products, test major assumptions and create a plan for the ongoing business. In addition to receiving support from Carlson faculty and experienced entrepreneurs, students interact with attorneys, bankers and other professional service providers. Each business receives up to $15,000 in funding and operates out of dedicated space in room 2-212. Students direct their profits to the University or another non-profit, within a range of acceptable options.

The first ten classes have provided a tremendously positive learning experience for the students. Twenty student-run businesses have generated revenue of $325,000 and earnings in excess of $70,000 for contribution to the University and other non-profit organizations. Five of the businesses have been purchased by the former students and are expanding into new markets.

Businesses created by undergraduate students in Entrepreneurship in Action
When you register for the Fall semester you are ALSO registering for the Entrepreneurship in Action course for Spring semester.

Please provide the following general information:

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<thead>
<tr>
<th>Name</th>
<th>Student ID</th>
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<td>University College</td>
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<td>Majors/Minors</td>
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<td>Current GPA</td>
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<td>Phone number</td>
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<td>Email address</td>
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Your application will be assessed on the likelihood of your success in being a contributing member of a student team that will conceive, develop, test, launch and OPERATE a business concept. We are looking for mix of committed students with a range of skills, majors and talents to combine together in this path-breaking venture. We will make our selection based on the following information:

- Career plans
- University academic record
- Previous work and leadership experience
- Motivation and interest level
- Team work and interpersonal skills
- Communication skills
- Analytical and problem solving ability
- Ability to dedicate required time outside of the classroom requirements

Your application should consist of this cover sheet with the following attachments:

1. Resume
2. Brief statement of career interests – A short paragraph defining your career interests.
4. Brief statement regarding your ability to meet the time commitment for Entrepreneurship in Action – Please describe your level of commitment to this experience as well as any concern you have regarding your ability to meet the 10+ hours/week commitment. For example, how many course credits do you generally take during the semester, do you work on or off campus, etc.
5. University grades and courses – Visit [http://www.onestop.umn.edu/registrar/Grades/index.html](http://www.onestop.umn.edu/registrar/Grades/index.html) and click the “View your grades” link. Download the records into Word file and include with application.

To submit your application, please send an electronic copy of the application to jstavig@umn.edu, including your written responses and unofficial transcript (courses and grades).

Any questions on the course or application should be directed to John Stavig, jstavig@umn.edu.