



Learning to make a difference

Build the Enterprise Program: *Creating Entrepreneurial Thinkers, Informed Managers to Succeed in Business*

“One powerful way to make sense of contemporary events is to understand them in terms of ‘paradigmatic change,’ in which traditional ways of behaving, managing organizations and understanding the world are shown to be inadequate approaches. We need a new ‘lens,’ a new way of understanding and acting in the world. As we address many contemporary challenges, we need new ideas; we need entrepreneurial thinking and informed action.”

— Professor Charles Crowell, SVC Director of Entrepreneurship

Southern Vermont College has created an innovative and distinctive degree program in Entrepreneurship and Management—the Build the Enterprise program. As the world reels from the current global, economic challenges, BTE offers a supportive learning laboratory that provides students with the institutional resources, knowledge and professional experience and perspectives to be successful today and tomorrow.

What Do Employers Want?

According to research by the Kauffman Foundation, forty percent of learners enrolling in college today want to start their own businesses. Learning how to start up and manage a business also makes learners more attractive to prospective employers. Managing from within is a highly entrepreneurial skill. In today’s turbulent, ever changing and highly competitive economy, smart, viable organizations—whether for profit, nonprofits or governmental—are constantly reinventing themselves and their products and services to stay on top.

“I think the major strategy is that you have to be open and flexible, and probably change it (your business strategy) every day.”

— Judy McGrath, CEO of MTV Networks
The Economist, November 22, 2008

Central to the BTE program is creating entrepreneurial thinkers who can take on the challenges of a business enterprise, as well as be organizational managers who can lead in any business environment. Whether students who’ve graduated from SVC chose to run their own enterprise or manage another, the BTE program gives them the skills they need to help inform thinking and action in the global workplace.



How Does Build the Enterprise Work?

“Entrepreneurship Laboratory uses a different approach: discussion, along with very relevant observations for the future of not only entrepreneurship but management and business concepts and methods. It’s not about long readings—no smoke and mirrors, no difficult tests—but raw, real-life meaningful discussions on what is going on in our economy and on innovation for the future.”

– Stephen Nostrand, SVC Class of 2012

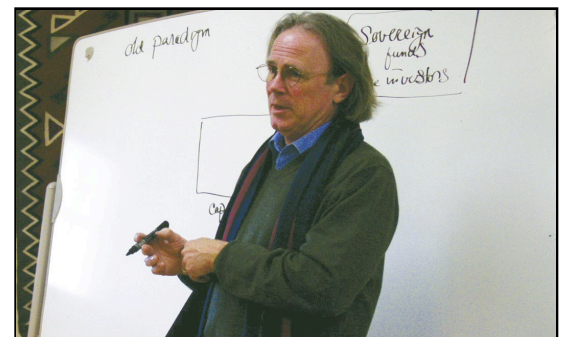
The curriculum for this program is built around the interrelated themes of entrepreneurship, innovation, globalism and sustainability. Much of the program and curriculum has been informed by contemporary events and wide-ranging discussions with leading executives from global corporations, regional enterprises and small, local businesses, in order to provide the most realistic learning laboratory for working in, or creating, vital and dynamic organizations in the new economy.

BTE is designed to explore the complex problems associated with globalism and to define new enterprise opportunities in terms of three specializations: *Knowledge Organizations & Knowledge Management*, *Building New Sustainable Enterprise* and *Doing Business in Global Environments*. In *Building New Sustainable Enterprise*, the town of Bennington, Vermont, is our learning laboratory as students explore ways to strengthen and improve the local area economy.

What’s in It for You?

With BTE, students will define, construct, manage and develop their own enterprise over four years of study. In the first two years, SVC business faculty help build the foundation from which students create their own organization and learn to manage it. In the third year, SVC funds **your** start-up. It is the College’s investment in the strength of the BTE program and in **you**.

During your last two years in BTE, you will continue your studies and develop your enterprise in the SVC ‘incubator,’ which is supported by our innovative Mentors Program and the University of Albany Law School. You will have unique opportunities: to study emerging economies in other countries, to use and help develop the latest mobile educational applications in portable devices like the iPhone, to discover how to learn and work in virtual groups and to explore advanced contemporary management issues.



How to Learn More about BTE at SVC?

Build the Enterprise is more than just an entrepreneurial business start-up and development program. With BTE, students become state-of-the-art managers who are prepared to play a leading role in the development of new sustainable economy enterprises. For more information about the program, contact Director of Entrepreneurship Charles Crowell at ccrowell@svc.edu and check out the BTE curriculum at www.mybte.org/curriculum.html.

Apply Now

Contact the Admissions Office for application information or to arrange a visit to campus.
802-447-6304 or 800-378-2782 ■ e-mail: admissions@svc.edu ■ www.svc.edu