

Entrepreneurship, Innovation, and Technology Program at Virginia Tech



Model Program Award Nomination

USASBE 2022 Excellence in Entrepreneurship Education Awards



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EXECUTIVE SUMMARY

"The best way to predict the future is to create it" – Peter Drucker



Mission of the Nominated Entrepreneurship Program

Dedicated to its motto, *Ut Prosim* (That I May Serve), Virginia Tech pushes the boundaries of knowledge by taking a hands-on, transdisciplinary approach to preparing students to be leaders and problem-solvers. As the commonwealth's most comprehensive university and a leading research institution, the leadership and faculty within Virginia Tech, the Pamplin College of Business (PCOB), and the Department of Management strongly believe in the importance of promoting entrepreneurship to help our students serve as a force for positive change around the commonwealth, the country, and the world. Innovation & Entrepreneurship is one of the Strategic Pillars of the Pamplin College of Business. Virginia Tech emphasizes entrepreneurship education and research through its Creativity and Innovation "[Destination Area](#)."

The mission of the entrepreneurship program is to enable students to develop an entrepreneurial mindset and related organizational skills to identify problems and convert the problems into opportunities, attract and deploy resources to pursue those opportunities, and lead through innovation in both new and established companies. The program's purpose is to prepare students to take an entrepreneurial approach to build and enhance organizations, from large firms to new startups. It helps students develop a culture of entrepreneurship, increase their engagement in new venture creation, and develop the entrepreneurial mindset and skillset necessary to start and succeed in new ventures. Virginia Tech's Entrepreneurship Program is ranked No. 25 in the 2021 Princeton Review's undergraduate entrepreneurship program rankings. The national ranking is an exciting recognition for all the hard work and progress made by our entrepreneurship faculty and staff to build a world-class entrepreneurship program.

Primary Objectives of the Program

Virginia Tech has a long history of entrepreneurship education. The Entrepreneurship, Innovation, and Technology (EIT) Major began in 2003 to help develop entrepreneurial mindsets and related startup skills for students at the undergraduate major level at the Department of Management in the PCOB. The interdisciplinary minor Entrepreneurship-New Venture Growth (ENVG) was started in 2014 by the Department of Management so that students from any college at Virginia Tech could benefit from the numerous entrepreneurship courses and a robust curriculum. The Apex Center for Entrepreneurs in the Pamplin College of Business was established in 2014 to provide a home for various co-curricular and extra-curricular programs in entrepreneurship. The primary educational objectives of the Virginia Tech Entrepreneurship program include:

- Foster an entrepreneurial mindset to encourage students to pursue careers as entrepreneurial leaders.
- Use an entrepreneurial mindset to achieve organizational goals and objectives.
- Use Innovation processes and tools to generate ideas and apply design thinking to derive human-centered solutions to complex problems.
- Develop entrepreneurial mindsets and social networks in supporting entrepreneurial activity.
- Inspire students to pursue entrepreneurial career alternatives with corporate entrepreneurship.
- Enhance student's understanding of the qualities of the entrepreneur and the role of new business ventures.
- Develop student's capacity to recognize business opportunities and how to exploit those opportunities. Translate opportunities into iterative business models for creating successful ventures and careers.

Brief Description of the Program

The EIT program is a four-year undergraduate degree program that enables students to discover their entrepreneurial potential (see Exhibit 1 for Curriculum Roadmap – Entrepreneurship, Innovation, and Technology Program). The program is open to any student at Virginia Tech every year. More than 1000 students at Virginia Tech get entrepreneurship education in several important ways; (a) earn a [major \(the EIT Major\)](#), (b) earn a minor (the ENVG Minor), or (c) take entrepreneurship courses without doing a major or minor. Any student interested in entrepreneurship can participate in a wide variety of co-curricular programs to complement their academic coursework and learn from each other.



In addition to the rigor of intensive classroom work and experiential learning activities, the EIT major requires 125 credits made up of 110 credits of required courses and 15 credits of electives. The program curriculum provides an in-depth description of the discipline. The program required courses include MGT 2064 Foundations of Entrepreneurship, MGT 3064 Cornerstones of Entrepreneurship, MGT 3324 Organization Behavior, MGT 3604 Managerial Analytics, MGT 4064 Developing Entrepreneurial Venture, and MGT 4334 Ethical Leadership and Corporate Social Responsibility, and MGT 4344 Productivity and Quality Leadership. Students may select six credits of electives from these courses: MGT 1064 Entrepreneurs Residential Experience, MGT Leadership for Managers and Entrepreneurs, MGT 3074 Social Entrepreneurship, MGT 3164 Current Topics in Entrepreneurship, MGT 3334 Managing Human Resources, MGT 4084 Management Consulting, and MGT 4094 Startup-Commercialization of Innovation (see Exhibit 2 for Courses Available).

The goal of the EIT is to foster innovation and enhance the success rate of early-stage ventures by educating students about the focus on opportunity assessment, business model development, entrepreneurial leadership, feasibility analysis, and the sourcing of capital. The Department also offers an ENVG Minor to any undergraduate student. Virginia Tech also offers multiple courses at the MBA and Ph.D. levels. All students can discover new business venture opportunities and their processes to achieve success from the programs.

Sources of Funding and Support for the Program

As a primary Research University in Virginia, Virginia Tech offers 280 undergraduate and graduate degree programs to more than 37,000 students and manages a research portfolio of \$556 million, placing it 48th

among universities in the US for research expenditures and the top university in the Commonwealth of Virginia. Entrepreneurship & innovation is a key Strategic Pillar of the Pamplin College of Business and the Department of Management, where entrepreneurship major, minor, and courses are housed.

The State of Virginia and Virginia Tech have made substantial investments in recent years to develop several new and exciting initiatives supporting entrepreneurship education on campus and in the community:

- In 2020, VT's announcement of a \$1 billion+ Innovation Campus in Northern Virginia was a vital part of a long-term strategy to build world-class research and educational programs in technology entrepreneurship and innovation in emerging areas such as artificial intelligence, blockchain, and cybersecurity. These initiatives are supported by a growing number of public-private partnerships among Virginia Tech, the state of Virginia, high-growth startups, and leading global companies.
- In March 2021, the Global Business and Analytics Complex was broke ground, and the construction will be completed in three years. This \$250 million project relies on a percentage of private donations—an exciting opportunity for alumni to contribute to the future of Pamplin College of Business. This facility will allow the Pamplin to advance the mission further to pursue excellence in providing a high-quality entrepreneurship education for a diverse student population and be recognized as a leading school of business in the US.



- In May 2021, Boeing was named the first foundational partner of Virginia Tech Innovation Campus in Alexandria, Virginia. A \$50 million multi-year commitment from the company will provide an outstanding supporting opportunity for the students and the entrepreneurship programs at VT. It will also help jump-start Virginia Tech's effort to create the most diverse graduate technology campus in the United States.
- The EIT program is also the premier resource for Virginia Tech students – from any major and any year – to build actively, scale, or fund new ventures. Whether students are looking to connect with fellow entrepreneurs, join a team, make something unique, or launch their ventures, the department has a program created to meet them in their entrepreneurial journey. When students graduate from the program to be alumni, they will become generous supporters of the program.

Unique Aspects and Features of the Program

Strong emphasis is placed on experiential learning, both in the classroom and outside the classroom. Such opportunities include ideation workshops with leading entrepreneurs, practical experience defining real problems, financial and market feasibility for new opportunities, fieldwork to assess the viability of a business idea, and active learning opportunities to bring ideas to the marketplace. Students also engaged in the [Entrepreneur Club](#), which is open to any student at Virginia Tech.

The innovative and rigorous curricula in the Department of Management are complemented by a wide variety of experiential learning programs through the [Apex Center for Entrepreneurs](#). The center conducts many experiential learning programs and inspires and empowers Virginia Tech students to turn their passion, purpose, and ideas into action. Additionally, the [Innovate Living Learning Community \(LLC\)](#) admits and educates 120+ Freshmen students each year. The students are selected based on their expressed interest in entrepreneurship, and they enhance their knowledge and skills through a wide variety of curricular and co-curricular programs. Innovate LLC is a collaborative venture that includes support from the Pamplin College of Business, Student Affairs, and several departments and colleges across campus interested in engaging with students in the entrepreneurial experience. The LLC is open to any student at Virginia Tech. The experiential learning features include Hours with Experts, KickStart VT, Ignite Pitch, Venture Builders Workshops, Virginia Tech Entrepreneur Challenge, Startup Hokies-X Accelerator, Entrepreneurs-In-Residence, Venture Founders, and Startup Hokies-i Incubator. Students participating in the EIT program will learn about starting new ventures in the classroom and apply those concepts directly to the creation of their own and other businesses during experiential learning.



The Teams Who Work with This Program

Entrepreneurship classes are taught by Management faculty in the fall, spring, and summer semesters. A dozen core faculty members and 30+ supporting faculty instructors (see Exhibit 3 for Virginia Tech Entrepreneurship Faculties) are from the Pamplin College of Business and Management Department with core expertise in economics, human resources, finance, accounting, information science and systems, marketing, management, entrepreneurship, and startup experience are involved in teaching, coordinating, and running the courses.

Our world-class faculty conduct research in entrepreneurship. Virginia Tech entrepreneurship faculty recently won the Top Research award from the Global Consortium of Entrepreneurship Centers for excellent contributions to entrepreneurship research. The other finalists from the 106 nominee schools were the Stockholm Institute for Economics, the University of Louisville, and the University of North Carolina. This top award clearly shows that our entrepreneurship research and education are very high quality and impactful.

The Program Connections (Board, Partner Organizations, Affiliates, etc.)

The Entrepreneurship Program supports the university's engagement mission by creating community partnerships and projects, offering professional programs and activities, and building collaborations to enrich discovery and learning — all with the overarching goal of improving the quality of entrepreneurship education within the commonwealth and throughout the world. The Program and the Management Department have strong connections with alumni, boards, partner organizations, and other university affiliates. We already have experience engaging in community outreach activities as the Management Department and Pamplin College are working or have worked with the following communities:

Advisory Boards – The Department of Management has two Advisory Boards representing VT alumni and industry. The Advisory Boards provide a structured environment for exchanging ideas with the alumni and industry leaders, foster interactions amongst the students and the Board members, and provide mentoring

support to students. The Advisory Boards also offer suggestions on entrepreneurship curricula based on the external trends, ensuring relevance and alignment with the job market.



Apex Center for Entrepreneurs – The [Apex Center for Entrepreneurs](#) conducts non-curricular and co-curricular programs, which are open to all students at Virginia Tech. The program and Management Department cooperate with the Apex Center to provide premier resources for Virginia Tech students, alumni, and faculty innovators and entrepreneurs.

Creativity + Innovation Community – [Creativity + Innovation \(C+I\)](#) is a University-level transdisciplinary initiative and a community of faculty and students whose vision and mission are uniquely focused on curricular innovation. In collaboration with C+I partner, the programs explore novel approaches to delivering the Entrepreneurship transdisciplinary curriculum.

Innovate Living-Learning Community – Innovate is a community open to students of all majors who are interested in becoming entrepreneurs, visionaries, and business leaders. Innovate assists students in developing new business ideas, taking steps from ideation to creation, or furthering current ventures through the many programs and opportunities offered. Even students who don't want to start their own business can benefit from the entrepreneurial mindset and skills learned through Innovate.

Roanoke-Blacksburg Technology Council – Promoting the growth of the region's technology sector.

Virginia Tech National Capital Region – The community is dedicated to furthering the university's education, research, and outreach in the Washington, DC metro area.

The New Horizons Collaborative Program – Since 2015, an evolving collaboration between faculty and staff at Virginia Tech with NASA personnel created the conditions for the emergence of The New Horizons Collaborative.

Virginia Tech Office of Economic Development – The Office of Economic Development (OED) is Developing the capacity of communities and the university to support technology, talent, and entrepreneurship.

Virginia Tech Intellectual Properties, Inc. – Providing the opportunity of licenses technology development by Virginia Tech faculty, staff, and students.

Northern Virginia Technology Council – Connecting, growing, educating, and advocating for the innovative and entrepreneurial technology community in Northern Virginia and the greater region.

VT-XDU Joint Program –VT and Xidian University (in China) have signed an agreement for the EIT program as a dual degree program. Students will do three years of course work at Xidian University, and the courses taught there will be jointly taught by faculty from Virginia Tech and Xidian University. The students will come to Virginia Tech in their senior year for 12 months for intense course work and experiential learning activities.



Key Program Innovations, Evidence of Impact, and Outcomes

The VT EIT program is inter-disciplinary and provides any student, from any major and any year, the opportunity to engage in all phases of the entrepreneurship and new venture development process and encourages alumni to interface with the next generations of entrepreneurs. The short- and long-term outcomes of the EIT program include the following key innovations, evidence of impact:

- ***Calhoun Discovery Program:*** Entrepreneurship education and experiential learning are a key part of [Virginia Tech's Honors Program](#).
- ***Ignite Pitch:*** Gives students a way to plug into the entrepreneurship ecosystem at Virginia Tech and provide a starting point to access other programs within the Management Department and Apex Center.
- ***Startup Hokies-X Accelerator:*** The Startup Hokies-X is an 8-week cohort-styled accelerator program that puts student entrepreneurs into an environment that builds teams, engages prospective customers, and launches new business concepts. The program is offered during the fall and spring semesters.
- ***KickStart VT:*** Students apply to pitch their entrepreneurial idea at these monthly events and receive feedback from proven entrepreneurs and equity-free seed \$ grants.
- ***Venture Builders Workshops:*** Students attend our weekly workshops to learn new skills. Topics include opportunity identification, new venture creation, funding & financing, software, creative platforms, and much more.
- ***Entrepreneurs-In-Residence:*** No one knows the journey of entrepreneurship better than those who have walked the walk. Our Entrepreneurs-In-Residence have experience founding, growing, scaling, and exiting new ventures and now are investing in the next generation of Hokie-entrepreneurs.

Key Program Achievements Over a Duration of at Least Three Years

The VT EIT program is designed to create significant entrepreneurial mindsets and experiences and incorporates team-based experiential learning as the primary mode of instruction. The program intends to provide a structured space for exploring and developing skills and ideas, preparing students to compete in business model campaigns, pursue entrepreneurship careers, and move their business ideas closer to commercialization. Key accomplishments for recent years include:

- Top 25 Ranking in the Princeton Review's top undergraduate programs in entrepreneurship studies in 2021. The ranking is a testament that our education, research, and engagement programs in entrepreneurship are extensive and robust.
- Virginia Tech entrepreneurship faculty won the Top Research award from the Global Consortium of Entrepreneurship Centers for excellent contributions to entrepreneurship research in 2020.

- **Virginia Tech Entrepreneur Challenge:** The Virginia Tech Entrepreneur Challenge is a campus-wide, student startup competition that brings together successful alumni-entrepreneurs, industry partners, and students to showcase the best new ventures at Virginia Tech.
- **Startup Hokies-i Incubator:** The Startup Hokies-i incubator is designed to meet students in their entrepreneurship journey and supports student-led startups entering the beginning stages of building their company. This program provides the best place for students to achieve their entrepreneurial goals.
- **Venture Founders:** Student Venture Founders at Virginia Tech receive resources to match their passion. Our Founders are funded to travel to external competitions and placed in world-class programs to rapidly move their new ventures forward and tap into the affluent community of Hokie- entrepreneurs worldwide.



Why Does This Program Deserve to be Recognized as a USASBE Model Program?

Consistent with USASBE’s mission to advance entrepreneurship education and foster business development through bold teaching, scholarship, and practice, Virginia Tech’s Entrepreneurship, Innovation, and Technology (EIT) program has not only accomplished the USASBE’s mission through the well-established entrepreneurship curricular and co-curricular programs, but also made a much wider reach to the community, the Commonwealth of Virginia, and beyond. Our innovative and rigorous programs promote technology innovation, new venture creation, and commercialization of products and services to the broader community and the economy.

The entrepreneurship program at Virginia Tech is innovative and rigorous and has been built over many years. Our world-class faculty blend academic rigor and experiential learning to serve a large student body in an effective manner. We believe that the entrepreneurship program at Virginia Tech deserves to be recognized as a USASBE Model Program as it has several notable features, as detailed above. Our program emphasizes critical skills to develop students with the necessary competencies to thrive as leaders and problem-solvers in the 21st-century business environment.

Collaborate – *Thrive in a Collaborative Team Environment:*

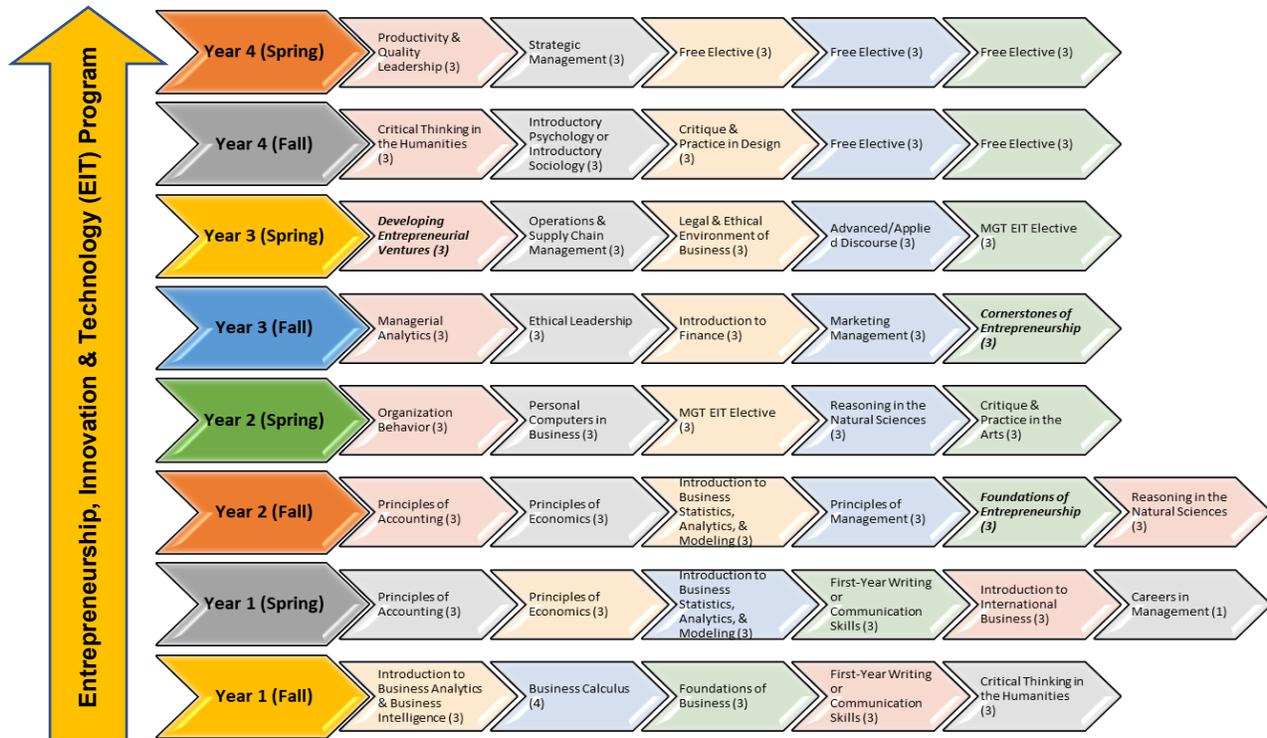
The Virginia Tech Entrepreneurship program equips students with the interpersonal skills needed to thrive in a collaborative team environment and handle situations requiring complex ethical judgments.

Innovate – *Innovation in Companies:*

The Virginia Tech Entrepreneurship program develops the mindset and skillset of students to approach problems in unique ways, explore new opportunities, and lead through innovation in new and established companies.

Integrate – *Integrating Diverse Perspectives:*

The Virginia Tech Entrepreneurship program enables students to analyze complex strategic problems that cut across multiple functions and develop effective solutions by integrating diverse perspectives.

EXHIBIT 1: Curriculum Roadmap – Entrepreneurship, Innovation, and Technology Program

EXHIBIT 2: Entrepreneurship Courses Available for the Program
MGT 1064: ENTREPRENEURS RESIDENCE EXPERIENCE

Introduces students in the Innovate Living Learning Community to the various aspects of the entrepreneurial ecosystem at Virginia Tech and familiarizes them with common business terminology in the field. Discover the difference between ideas and entrepreneurial opportunities and relate current business events to topics in the course, including specific entrepreneurial opportunities. Provides weekly opportunities to interact with and learn from visiting entrepreneurs through various methods (i.e. fireside chats, dinners, and speaking events) to enhance learning outside of the classroom and build confidence in engaging with seasoned professionals. Discusses entrepreneurial ideas and current opportunities and applies learning to create and deliver an effective, individual startup concept pitch.

MGT 2064: FOUNDATIONS OF ENTREPRENEURSHIP

Introduces the study and practice of entrepreneurship in a global context. Applies Design Thinking methodologies to discover entrepreneurial opportunities in complex social and economic problems. Targets experiential learning exercises for facilitating student awareness of the impact of global, economic, political, and cultural differences in shaping the success of entrepreneurial ventures.

MGT 2354: LEADERSHIP FOR MANAGERS AND ENTREPRENEURS

Explores a broad range of concepts and theories important for a basic understanding of leadership skills for managers and entrepreneurs, including team leadership, motivation, conflict management, and community leadership. Practical assignments and case analyses used to examine the ethical challenges leaders face in a global context.

MGT 3064: CORNERSTONES OF ENTREPRENEURSHIP AND INNOVATION

Provides a cornerstone foundation for the understanding of entrepreneurship and the business innovation process exposing students to fundamental business concepts applied and integrated in these arenas. An examination of value creation through entrepreneurship and the rudiments of new ventures are provided, helping students develop an entrepreneurial frame of mind and perspective.

MGT 3074: SOCIAL ENTREPRENEURSHIP

Provides a foundation for how social entrepreneurs use and combine resources to pursue opportunities that lead to social change and/or address social needs. An examination of the nature of social entrepreneurship and its various practices is provided, helping students develop an entrepreneurial frame of mind and prepare them to act as effective leaders of social change.

MGT 3084: DIGITAL ENTREPRENEURSHIP, INNOVATION, AND PRODUCT DEVELOPMENT

Examines technology-based and digital entrepreneurship in startups, corporate, and public-sector organizations. Experiential learning activities in commercialization and resource mobilization strategies for the development of new digital technologies. including customer discovery and validation, product design and development road maps, business model design and organizational strategies. Emphasizes the data-driven assessment and pursuit of entrepreneurial opportunities in digital environments, including cybersecurity, artificial intelligence, blockchain technologies, biotechnology, and other emerging new technologies.

MGT 3164: CURRENT TOPICS IN ENTREPRENEURSHIP

Topics in the field of entrepreneurship such as: developing a venture-backed company through an initial public offering (IPO); building a startup venture from scratch to founder exit; attracting, securing, and deploying capital for entrepreneurial growth; corporate entrepreneurship; or other topics of expertise related to entrepreneurship. Aspects centered around core themes of examining the ethics of entrepreneurial solutions, relating the topic to current events, and expanding communication skills through oral and written delivery of a report.

MGT 4064: DEVELOPING ENTREPRENEURIAL VENTURES

Takes a cross-functional perspective on identifying and evaluating entrepreneurial opportunities, developing new ventures, and pursuing new venture strategies to compete in the marketplace. Explores business potentials of new venture ideas, examines new venture's feasibility, and develops business planning tools for the venture.

MGT/ENGE/IDS 4094: STARTUP: COMMERCIALIZATION OF INNOVATION

Work in interdisciplinary teams in an experiential environment replicating modern innovation environments. Engage in real-world innovation commercialization opportunities. Individual experiences and projects involving actual inventions, innovations, technologies, intellectual property (e.g., patents) and market opportunities. Integrate design thinking, scientists, entrepreneurs, advisors, and other potential collaborators. Create a representation of a plan for a minimum viable product for an innovative product or service based on customer and market feedback.

MGT 5824: TECHNOLOGY-BASED ENTREPRENEURSHIP

This course examines the fundamentals of technology-based venturing in startups and corporate initiatives in digital environments. Course content emphasizes the pursuit of commercial opportunities in cybersecurity, automation, artificial intelligence, and machine learning, among other high-tech applications. Experiential activities support the development of commercialization and resource mobilization strategies to fund and sustain venture growth. Overall course objectives focus on the design and validation of digital business models for launching technology-based ventures.

MGT 5814: ENTREPRENEURIAL LEADERSHIP

Concepts and techniques for providing leadership in the entrepreneurial venture. Provides the theoretical understanding of the entrepreneurial process in the economy as well as the practical leadership, marketing, financial and production considerations for entrepreneurial initiatives for new ventures and established firms.

MGT 6984: SEMINAR IN ENTREPRENEURSHIP AND INNOVATION

Entrepreneurship and innovation are increasingly important to academic discourse in the field of management. The purpose of this course is to provide a foundational overview of key topics of inquiry with the field. Course activities include weekly seminar readings, design and development of research proposals leading to the development of scholarly articles, and a final project consisting of a full-scale academic article targeted at the field of entrepreneurship. The central objective of this course is to prepare students to design and execute high-level scholarship in the field of entrepreneurship

All courses listed above are 3 credit courses.

EXHIBIT 3: Virginia Tech Entrepreneurship Faculties



Virginia Tech Entrepreneurship Core Faculties:**Devi R. Gnyawali, Ph.D., Department Head and Professor**

Dr. Gnyawali is the Department Head and R. B. Pamplin Professor of Management in the Department of Management at Virginia Tech. He also serves as a member of the International Advisory Board at the Umea School of Business and Economics in Sweden. His research has been published in premier journals, including Academy of Management Review, Academy of Management Journal, Journal of Management, Entrepreneurship Theory & Practice, etc.

David M. Townsend, Ph.D., Associate Professor

Dr. Townsend conducts research on growth strategies, organizational development, and CEO decision-making in technology-oriented companies. I maintain an active publishing stream in most of the top entrepreneurship and management academic journals, and my research has been highlighted in business-oriented press outlets such as Gigaom.com/The New York Times.com, BusinessWeek, TechCrunch, TechJournal South, BizEd, among many others.

Richard A. Hunt, Ph.D., Associate Professor

Dr. Hunt examines the intersection of strategy, entrepreneurship, and innovation, including new sector formation, market-entry, and early-stage operational behavior. He employs novel datasets and methods, using transactions, cliometrics analysis, natural experiments, complete populations, and event histories in developing a meso-strategic perspective that aims to make micro perspectives more intelligible and macro perspectives more veridical.

Chien-Chi Tseng, Ph.D., Collegiate Associate Professor

Dr. Tseng has 27 years of experience in industry, research, and teaching. As manager for developing the first Taiwanese campus Innovation Incubator at National Taiwan University in 1997-2002, he was selected as the Best Incubation Center Manager of the Year 2001 in Taiwan. His research work has appeared in several refereed journals and leading academic conference proceedings. He won the NCID Featured and Emerging Diversity Scholar Award at the University of Michigan in 2017.

Joseph Simpson, Ph.D., Collegiate Assistant Professor

Dr. Simpson is a Collegiate Assistant Professor of Management and Director of the Integrated Security Education and Research Center (ISERC). His experience includes ten years of special military operations and nuclear weapons security. For the last six years, he has served on a few boards of directors and owned multiple businesses, including two outpatient treatment facilities and a real estate holding company.

Kimberly A. Carlson, Ph.D., Associate Professor of Practice

Dr. Carlson is the director of the Business Leadership Center in the Pamplin College of Business at Virginia Tech. Previously, Dr. Carlson served as director of the Business Diversity Center in the Pamplin College of Business, as adjunct faculty for the Center for Public Administration and Policy and the Political Science Department.

Ron Poff, Assistant Professor of Practice

Prof. Poff has over 25 years of new product and international business development experience, including solid global marketing and operations management skills. Before joining Virginia Tech, Ron served as Industry Director and Director of Global Marketing for Mar-Bal, Inc., the leading integrated compounder, and molder of thermoset composites.

Howard Haines, Assistant Professor of Practice

Prof. Haines currently serves as an Assistant Professor of Practice in the Department Management. Prior to joining the department, he served as Associate Director of the Apex Center for Entrepreneurs and spent most of his time working with student founders.

Andy Schaudt, Assistant Professor of Practice

Prof. Schaudt holds a dual appointment as an Assistant Professor of Practice in the Department Management in the Pamplin College of Business and the Program Director for the Center for Automated Vehicle Systems at the Virginia Tech Transportation Institute.

Lisa Garcia, Instructor

Prof. Garcia has over 33 years of experience in business development and teaching entrepreneurship. She worked with technology entrepreneurs to develop business models by gathering business intelligence that informs their business models.

Laura Townsend, Program Director

Prof. Townsend currently serves as the Program Director for the Innovate Living-Learning Community (LLC) in the Pamplin College of Business Undergraduate Programs. Innovate brings together a diverse group of committed students into a high energy, experience-driven, learning environment.

Derick Maggard, Executive Director

Prof. Maggard joined Virginia Tech as Executive Director of the Apex Center for Entrepreneurs. The center supports entrepreneurship and innovation programs across the university that educate traditional students and faculty, corporate innovators, and others involved in entrepreneurial ventures.

30+ Full-Time Supporting Faculties from the Department of Management and PCOB:

Dr. Jeffrey B. Arthur, Dr. Kiran Awate, Dr. Daniel J. Beal, Dr. William J. Becker, Dr. Donald Hatfield, Dr. Karen Schnatterly, Dr. Ayenda Kemp, Dr. Pankaj Kumar, Dr. Steven E. Markham, Dr. Max Stallkamp, Dr. Phil Thompson, Dr. A.K. Ward Bartlett, Prof. Dave Bluey, Prof. Dirk Buengel, Dr. Eli Jamison, Prof. Katy Cortes, Prof. Margaret E. Deck, Prof. Lisa R. Fournier, Prof. Ashley Beleny, Prof. Richard Curtis, Dr. Jimmie Flores, Prof. David Lohr, Prof. John Andrew Travers, Dr. David Williamson, Prof. Dianna L. Stone, Prof. Eugene Stone-Romero, Dr. Kevin Carlson.