

Iowa State University Library Collection Development Policy Interdisciplinary Policy for Entrepreneurship

I. General Purpose

The University Library supports the research, teaching and curricular needs of undergraduates, graduate students and faculty. Entrepreneurship materials collected by University Library support the teaching and research needs of the university community and provide support for research centers and university offices tasked with providing entrepreneurial services to their clientele.

II. Background

Entrepreneurship is commonly thought of as the process of bringing new business ideas to market; however, it is more complex than just business creation. In the broadest sense, entrepreneurship involves a set of skills and competencies that allow individuals to take a project from an idea through to market, whether that idea is a business, social venture or innovative product. Entrepreneurship courses offered by colleges and departments build the following sets of skills and abilities:

Building a plan for an innovative concept – the capacity to create and build something from practically nothing

Creative problem solving – the ability to examine standard situations or problems in new ways

Entrepreneurial process – identify an opportunity; develop a business concept; assess the required resources; acquire the necessary resources; implement and manage; harvest the venture

Implementation of change – the ability to create and manage change

Innovation – creating new or novel ideas, offerings, processes, unique combinations

Managing ambiguity and uncertainty – being able and comfortable to address problems in loose and ambiguous contexts

Mitigating risk – Being a calculated risk-taker; managing risk

Opportunity evaluation – ability to use processes to evaluate an opportunity (e.g., feasibility analysis, market analysis) for the purpose of deciding whether or not to pursue the opportunity

Opportunity recognition – ability to perceive and to act upon opportunities in the environment that other don't see; developing a set of skills that can be used to differentiate between an idea and an opportunity

Resource leveraging – the ability to assess and acquire necessary resources

Thinking and acting as a guerilla – Taking unconventional approaches to examining problems and developing solutions

III. Iowa State University Program

A. Academic courses

Entrepreneurship education at Iowa State University is a campus-wide cross-disciplinary enterprise. An interdisciplinary Entrepreneurial Studies Minor, offered through the College of Business, requires core courses and a number of electives. A steering committee with representatives from all colleges approves courses for the minor. The table below gives examples of the entrepreneurship courses offered at Iowa State University:

Elective Courses Approved for Entrepreneurial Studies Minor (Selected List)
Agriculture:
AGEDS 450: Farm Management & Operation
ECON 336: Agricultural Selling
ECON 331: Agricultural Entrepreneurship
ECON 466: Agricultural Finance
Business:
ACCT 215: Legal Environment of Business
MGMT 310: Entrepreneurship & Innovation
MGMT 313: Feasibility Analysis & Business Planning
MGMT 410X: Social Entrepreneurship
MKT 340: Principles of Marketing
Design:
ARCH 482/582: Professional Practice
ARTIS 409: Computer/Video Game Design & Development
CRP 475: Grant Writing
LA 441: Professional Practice
Engineering:
ME 484: Technology, Globalization, & Culture
Human Sciences:
AESHM 474: Entrepreneurship in Human Sciences
HRI 455: Introduction to Strategic Management in Foodservice and Lodging
TC 275/HRI 275: Merchandising

Liberal Arts and Sciences:
WLC 584: Technology, Globalization, & Culture
CHIN 304: Chinese for Business & Professions
Veterinary Medicine:
VDPAM 409: Management Pathways in Veterinary Medicine
VDPAM 414: Veterinary Practice Entrepreneurship

B. Research Centers:

Agricultural Entrepreneurship Initiative

The Agricultural Entrepreneurship Initiative was funded in 2005 with a gift from Roger and Carol Underwood. It seeks to create, by 2010, the foremost program for training and developing high growth agricultural entrepreneurs in the United States. The mission of the initiative is three-fold:

- To create a broad understanding of entrepreneurship among faculty and students of the College of Agriculture and Life Sciences at Iowa State University and its supporting components.
- To provide a portfolio of educational experiences to develop our students' entrepreneurial skills while increasing interaction between students and faculty and agricultural entrepreneurs.
- To increase the number of undergraduate, graduate students and faculty engaged in entrepreneurial activities.

Beginning Farmer Center

The Iowa Legislature created the Beginning Farmer Center in 1994. The Center facilitates the matching of beginning farmers with existing farmers who wanted to transition their farm businesses to the next generation. The law creating the Center is set out in Chapter 266 of the Code of Iowa and provides, in part, that the Center "shall... assist in facilitating the transition of farming operations from established farmers to beginning farmers". To meet these mandates the Center has funded a variety of programs, publications and research efforts.

Iowa Small Business Development Center (SBDC)

The SBDC conducts research, counsels, and trains business people in management, financing and operating small businesses, and provides comprehensive information services and access to experts in a variety of fields. Each SBDC encourages unique local efforts, region-to-region, state-to-state, and community-to-community to meet small business needs in its area.

Institute for Physical Research and Technology (IPRT)

IPRT helps Iowa entrepreneurs and early-stage companies develop new technology-based products by accessing university-based technical resources and performing initial market research and business planning. This service is provided through the Technology Commercialization Acceleration Program (TCAP), an Iowa Department of Economic Development-funded program.

ISU Extension

ISU Extension is an integral part of ISU's mission as a land-grant university. Extension works to improve the quality of life for Iowans through a number of different program areas:

- Agriculture and Natural Resources
- Business and Industry
- Community and Economic Development

ISU Pappajohn Center for Entrepreneurship

The ISU Pappajohn Center for Entrepreneurship, in partnership with the ISU Small Business Development Center (SBDC), provides a wide variety of business related guidance and assistance to both start-up and existing businesses. The Center has significant experience and expertise in working with both traditional and technology-based entrepreneurial companies. Services include market research, business plan development, financing, licensing, inventions, networking and other many other management related issues. Along with providing direct assistance, the Pappajohn Center also serves as a gateway, helping businesses access university expertise, technologies, equipment and facilities. Programs also exist for accessing students through either formal internships or other employment programs.

Leopold Center for Sustainable Agriculture

The Leopold Center has three primary objectives: to identify and reduce negative impacts of agriculture on natural resources and rural communities; to develop profitable farming systems that conserve natural resources; to work with ISU Extension and other groups to inform the public of new research findings. The Center's Marketing and Food Systems initiative grants provide funding for agricultural entrepreneurship programs throughout the state.

North Central Regional Center for Rural Development (NCRCRD)

The North Central Regional Center for Rural Development, located at Iowa State University, is one of four regional centers coordinating rural development research and education throughout the United States. It is supported by land-grant universities of the North Central region, the U.S. Department of Agriculture, and grants and contracts from private foundations. One of the key programs of the NCRCRD focuses on fostering rural entrepreneurship, and they collaborate

with the RUPRI Center for Entrepreneurship's efforts to stimulate and support private and public entrepreneurship development in communities throughout rural America.

Plant Sciences Institute Innovations Development Facility

The Innovations Development Facility (IDF) is a research environment where ISU faculty, staff and students can commercialize research and/or create a start-up company in a university setting. Housed in the Roy J. Carver Co-Laboratory, the IDF has two components: a business incubator for faculty, staff and students and a Public/Private Partnership Program for private sector companies to collaborate with ISU scientists.

Iowa State University Research Foundation (ISURF)

ISURF owns and licenses technology developed at Iowa State University. When the technology of interest to an entrepreneur has been developed at Iowa State University, consider contacting ISURF first so that transferring the intellectual property can be managed appropriately.

Rural Policy Research Institute (RUPRI)

The Rural Policy Research Institute (RUPRI) conducts policy-relevant research to assist policymakers in understanding the rural impacts of public policies and programs. Many policies that are not explicitly "rural policies" have substantial implications for rural areas, and RUPRI is dedicated to understanding and articulating these implications. RUPRI utilizes an inter-disciplinary approach to facilitate understanding of the rural impacts of public policies and to provide decision support to policy makers.

IV. Subject Boundaries

Applied entrepreneurship materials are found throughout the Library of Congress Classification Schedule but the major holdings for entrepreneurship theory and practice are in LC classes HA through HG. Entrepreneurial skills and abilities include aspects of management, marketing, accounting, finance, economics, as well as specific subject knowledge for a given area, e.g. entrepreneurship in agriculture. Collecting for entrepreneurship includes acquisition of specific focused materials on entrepreneurship regardless of discipline. It also includes materials about innovation and the creative processes involved in entrepreneurial ventures. Subject-specific materials to support courses that are not primarily entrepreneurial in nature (e.g. MKT 340: Principles of Marketing) are generally classed with their respective subject materials (Marketing).

Entrepreneurship courses make use of government, legal, and social sciences materials that are outside the scope of this collection policy.

V. General Collection Guidelines

A. Linguistic: The language collected is primarily English, although no languages are excluded.

B. Geographical Areas: Primary emphasis is on the United States. The collection is becoming increasingly international in scope with greater emphasis on emerging markets, especially the Pacific Rim countries, South America and Eastern Europe. No geographic areas are specifically excluded.

C. Types of Materials Collected: Monographs, periodicals and other serial publications, statistical sources, directories, and other standard reference works are collected. Parks Library also collects many U.S. government documents (e.g. Bureau of Census), as well as publications from the World Bank, OECD and the International Monetary Fund.

D. Format of Materials Collected: Materials are acquired in print, microform, compact disc, videotape and on the World Wide Web. The collection has become heavily weighted toward electronic and web-based information sources. No format is excluded if the material is relevant to the collection

VI. Specific Collection Guidelines

Collecting for the entrepreneurship includes materials that meet the teaching and research needs for entrepreneurship education at Iowa State. The collection also provides resources for the research centers with entrepreneurship foci.

High priority is given to requests from faculty and students. The emphasis is on the collecting of current literature. Materials are not duplicated unless there is a need for additional copies. The collection does not generally collect "how to" guides for starting specific businesses, e.g. how to start a flower shop.

VII. Detailed Subject Areas

Includes but is not limited to: materials with a specific entrepreneurial focus in traditional business areas involved with building entrepreneurial skills: accounting, economics, finance, management, marketing; innovation and creativity, general guides for business planning.

VIII. Other Resources Available

OCLC library holdings are accessed through their respective networked services to supplement the collection. Lexis/Nexis, Econlit, ABI/Inform, EbscoHost and other indexes and abstracts provide full-text, abstracted, and citation level material. As noted above in V.D. Format of Materials Collected, web sites are becoming dominant in the provision of information.

IX. Cross-references to Collection Policies

Agriculture Collection Development Policy
College of Business Collection Development Policy
Sociology Collection Development Policy

X. Creation date

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XII. LC Class(es), if applicable.

All.

XIII. Bibliographer name

Jeffrey Kushkowski

JDK: entropol.doc