



The College of Business AT THE UNIVERSITY OF NEVADA, RENO

Ozmen Center for Entrepreneurship



The Ozmen Center for Entrepreneurship is a point of inspiration and clearinghouse for information; an idea space that facilitates entrepreneurship by moving ideas into action.

About the Ozmen Center

The Ozmen Center was founded in September 2014, by a gift from Eren & Fatih Ozmen. Both Eren and Fatih are alumni of the University of Nevada, and are currently serving as the President and Chief Executive Officer of Sierra Nevada Corporation, which is headquartered in Sparks, NV.

Entrepreneurship Background

Entrepreneurship involves turning an idea into profit. This can occur with a startup or within an existing business. To see profit in an idea requires a breadth of business understanding, and to obtain profit from an idea requires the ability to execute. An emphasis in entrepreneurship provides grounding in entrepreneurial thinking. This mindset can be applied to any field, whether it is business, engineering, journalism, science, liberal arts or any other course of study. Courses in entrepreneurship train students how to evaluate ideas, write business plans, consider finance and accounting in entrepreneurship in addition to various special topics. Entrepreneurship courses are different in that they focus on project based learning, involving real companies that produce profits. The skills learned in entrepreneurship courses are applicable to all fields and will make any professional more prepared to solve problems with innovative solutions. The career trajectory for entrepreneurship is limitless; it starts with an idea and can end in a high growth Fortune 500 Company.



Who does the Ozmen Center serve?

The Ozmen Center serves anyone who sets foot on campus. It is a collaborative workspace open to both community members and students of the University of Nevada, Reno. There are large screens with CPUs where people can access the internet or hook up personal laptops using HDMI cords. The Ozmen Center houses meetings and events and is a place that "facilitates entrepreneurship," connecting people to business and entrepreneurial resources on and off campus.

Entrepreneurship Academic Programs

The Ozmen Center offers both an entrepreneurship minor for undergraduate students as well as an MBA with an entrepreneurship emphasis. The entrepreneurship minor is open to all students at the University and is purposefully designed without pre-requisites, so any student can complement their major with entrepreneurial training. Entrepreneurship courses at the University are taught by business experts who have been successful starting and growing companies.



Entrepreneurship Academic Programs by Course

The Entrepreneurship department at the University of Nevada, Reno, offers a minor in entrepreneurship that is open to all majors, as well as an emphasis in Entrepreneurship within the Masters of Business Administration program. The following are a sample of some of the classes offered in the entrepreneurship program:

ENT 401/601: New Venture Creation

Students will learn how to evaluate a startup business idea in terms of assessing its viability, as well as many of the roadblocks startup businesses tend to face, and strategies for getting around them. In turn, students will be able to more effectively develop a startup business idea of their own.

ENT 402/602: Entrepreneurial Finance

Students will learn how to produce the financial statements useful for evaluating the financial feasibility of a startup business along with many of the financial problems a startup may face and how to fix them. Students will also learn how to evaluate the financial feasibility of their own startup idea.

ENT 403/603: Applied Entrepreneurship

Students will learn how to write a business plan for a startup business, and how to use a business plan as an evolving document for working on improving a business, even while working in the business. Students will be able to more effectively develop their own startup idea because of their knowledge of business planning.

ENT 493/693: Special Topics in Entrepreneurship— Entrepreneurship Sales

Students will learn the difference between sales and marketing, and how to create a sales strategy and set goals. Students will also learn how to pitch businesses, negotiate, handle objections and close business with customers. Finally, students will learn the art of cold calling, effective sales management, and how to network as an entrepreneur.

ENT 493/693: Special Topics in Entrepreneurship— Entrepreneurship Jumpstart

Students will learn about successfully starting a business and evolving it to sustainable profitability. Students will learn how to evaluate a business idea and identify the characteristics that successful entrepreneurs tend to possess. Students will gain experience in writing up a short evaluation of a business idea as well as in presenting a business idea.

BADM 791: Social Entrepreneurship

Students will learn about the different types and the role of social entrepreneurship, and understand the different aspects of nonprofit organizations. Students will understand impact investing and sub-areas such as crowdfunding, micro-credit, and impact bonds. Students will learn and understand the role of business skills in social entrepreneurial ventures.

BADM 794: Value Creation and Measurement

Students will learn about the proper use of data, financial and otherwise, to identify and measure value in the corporate environment. Students will study the strategies used in the development of enterprise value and the intersections of finance, accounting, operations, marketing, and management. Students will learn about the development of business value all the way from startup to exit.

Ozmen Center Activities

1 Million Cups Reno Livecast

The livecast of 1 Million Cups Reno (1MCReno) is a simple way to engage student entrepreneurs with those in the community. Every week, entrepreneurs present startups to a diverse audience of mentors, advisors, and entrepreneurs at Swill Coffee. Presenters prepare a six-minute educational presentation and then engage in 20 minutes of feedback and questioning. This weekly event is held at the Ozmen Center with free coffee every Wednesday at 9 a.m.

Assess-License-Launch

The Nevada Small Business Development Center, City of Reno and Ozmen Center host a free program open to the public. With the goal of reducing the amount of Nevada business closures, this program is designed to educate business owners and entrepreneurs how to assess their venture prior to licensing and launch. A new industry or topic is identified as the focus for each program and experts join with city officials to present relevant information that will expedite the business licensing process. The program takes place in Reno City Hall.

Office Hours with Entrepreneurs

The Ozmen Center offers aspiring entrepreneurs the opportunity to consult with successful business owners and obtain feedback. To take advantage of this service, please visit the Ozmen Center website and contact an entrepreneur directly.

Entrepreneurship Club

The Entrepreneurship Club is a learning-by-doing environment where students can cultivate their entrepreneurship skills. The club is a place where people in the community can incubate a business idea, providing students with learning opportunities to develop and mold ideas into products and services. Focused meetings are held Monday at noon in the Ozmen Center.

Sontag Business Plan Competition

The Sontag Entrepreneurship Competition awards \$50,000 to the winning University of Nevada, Reno student team. The competition is geared to helping students create real businesses to launch. There are workshops and seminars in different topics, and speakers from the community are invited to participate. The competition is named after alumnus Rick Sontag, who created the endowment.

Contact The Ozmen Center

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