The Entrepreneurship MBA encourages students to generate new sources of enterprise, form innovative business ideas, and create new jobs. The program teaches students how to start the business they’ve been dreaming about. Students learn the skills they need, and meet an entirely new network made up of classmates, professors, and alumni who will be their future advisors, mentors, investors, and business partners. Rutgers’ ambitious entrepreneurial and collaborative environment is the perfect place for students to get their business ideas rolling.

Award Winning Entrepreneurship Faculty and Programs

The New Jersey Black Issues Convention awarded its prestigious Community Change Award to Professor Jeffrey Robinson, director of the New Jersey Social Innovation Institute, part of Rutgers Business School's Center for Urban Entrepreneurship and Economic Development. Robinson was awarded for community change in the area of economic security and opportunity. Through a partnership with Public Service Electric & Gas, the business school’s Social Innovation Institute recently completed a program to train and mentor aspiring entrepreneurs and, ultimately, to help create new businesses and jobs.

The Center for Urban Entrepreneurship & Economic Development

The Center for Urban Entrepreneurship & Economic Development (CUEED) is the first research center of its kind in the nation to integrate scholarly works with private capital, government, and non-profit sectors to develop citywide resources and bring renewed economic growth and vitality through urban entrepreneurship. By building strong businesses in our American cities, people will spend money here, create jobs here, and revitalize economic development to help entrepreneurs compete in the global economy.

Learn more at: business.rutgers.edu/CUEED

Executive Director Lyneir Richardson
Entrepreneurship MBA

Annual Business Plan Competition

Innovation in business, whether spurred by competition or an entrepreneurial spirit, is the spark to progress. Students and recent alumni are invited to enter the Rutgers Business School Business Plan Competition, an annual event that has been awarding cash prizes to entrepreneurial students for 10 years to give great ideas the push to start viable businesses.

Each year, students compete for $40,000 in prizes to help launch or jump-start their businesses. The objective of the Rutgers Business School Business Plan Competition is to encourage MBA entrepreneurs and support job growth in New Jersey. In order to compete for the business plan competition prizes, there must be a serious intent to launch the proposed business.

Sampling of Courses

- Creativity, Innovation and Entrepreneurship
- Evaluation of New Ventures
- Management of Innovation and Technology
- Managing Growing Ventures
- New Product Innovation
- Social Entrepreneurship
- Technology Ventures
- Urban Entrepreneurship and Economic Development

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Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation’s oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey – founded in 1766. Rutgers Business School has been accredited since 1941 by AACSB International – the Association to Advance Collegiate Schools of Business – a distinction that represents the hallmark of excellence in management education.

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