

Nasdaq Spotlights Entrepreneurship Program



Dr. Donald F. Kuratko

At 9:14 AM and 50 seconds to go, Dr. Donald F. Kuratko was surrounded by Nasdaq executives and international television crews broadcasting live from the floor of the stock exchange in New York. Brokers started chanting, "10...9...8...7..." Kuratko's hand approached a palm-sized crystal globe. "...6...5...4..." An eerie background sound of 96 monitors hummed. "...3...2..." Suddenly, the room exploded in chaos... "ONE!"

"I pushed the globe. The board lit up, the ticker began to run, and the crowd started yelling. It was lunacy!" remarked Kuratko as he recounted his experience on September 11 when he opened the Nasdaq MarketSite in New York City. Kuratko was selected among dignitaries, Internet IPO's, and international ambassadors to open weekly trading ceremonies for the fastest-growing, growth-driven stock market in the world.

Kuratko admits to being excited about having his moment of fame on Broadway. Wrapping around the cylindrical Nasdaq building, MarketSite's large, eight-story video screen broadcast him smiling and waving to the people on Broadway Avenue. After the market opens, the screen continues to broadcast global financial and market news, along with advertisements to viewers in Times Square 18 hours a day.

Nasdaq MarketSite was opened in December of last year to communicate up-to-the-minute market information to the world and provide public education on financial markets. MarketSite includes a full-service media broadcast facility with multiple satellite uplinks and live data-feeds from around the globe that are used by CNNfn, MSNBC, CNBC and other premium broadcast sources.

The Nasdaq Stock Market lists nearly 5,000 companies, has the largest dollar volume of trading of any financial market, and trades more shares per day than any other U.S. market. Nasdaq is a subsidiary of the National Association of Securities Dealers, Inc., the largest securities industry, self-regulatory organization in the United States.

Ball State University's relationship with Nasdaq is still relatively new. It was only in 1998 that Nasdaq joined forces with Ball State in a two-year, \$60,000 sponsored program through the assistance of a Ball State graduate. Now, the program has increased to a three-year, \$150,000 partnership.

According to Kuratko, the partnering came about through diligent efforts from both sides to become the center for Nasdaq in the Midwest. "They had to find a setting to establish in the Midwest; the Nasdaq is not well-recognized in the Midwest. Everyone assumes that the New York Stock Exchange is the prominent market to use, but Nasdaq is the market of the future."

Alfred Berkeley, Nasdaq president, said the partnership is a natural fit for both organizations. "Nasdaq is the premier stock market for cutting-edge, entrepreneurial companies," he said. "Both the Midwest Entrepreneurial Education Center (MEEC) and Ball State's Entrepreneurship Program are premier resources for training and coaching entrepreneurs." The MEEC's mission is to develop the entrepreneurial perspective in individuals at the youth, collegiate, and adult levels, and to develop an entrepreneurial environment throughout the Midwest.

Beyond financial benefits with Nasdaq as the flagship sponsor, and national and statewide exposure, there are several other benefits that the students can gain from the affiliation. "We are bringing a lot of experience and practice back into the classroom. The MEEC and its partnership with Nasdaq shows the students that we are working a business inside the College of Business," Kuratko said. "We are working on a number of projects involving graduate students using real projects in the real world in real time. It is very experiential."

The importance of stock markets to entrepreneurs can be profoundly significant.



Dr. Kuratko opened the Nasdaq MarketSite in New York City

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“Companies that are interested in growth and plan to go public in the future need to watch the market and find out when to go as an IPO. If the stock market is doing well, then investors are doing well and if investors are doing well, then there is more money to invest in venture projects,” Kuratko said.

Investments and venture capital are frequent topics on Kuratko’s regular television segment of *Inside Indiana Business*. He regularly contributes to the statewide, weekly television program. His association with the show began last spring in a half-hour format on WRTV-Channel 6 in Indianapolis, which has since extended to a full hour.

“We developed a segment of the show, ‘Entrepreneurial Edge’ that focused on leading-edge news and information for the Indiana entrepreneur. We began with shows in late July and mid-August and it worked out very well. We planned continued filming every other Friday throughout the rest of the year and re-titled the segment, ‘Dr.K’s Entrepreneurial Edge,’” Kuratko said.

Kuratko would like to integrate relevant topics into the show along with brief interviews produced on campus. “We are going to discuss topics like entrepreneurial growth, success, and financing factors. I would also like to include a 5-10 minute interview with the guest we bring to Ball State.”

Besides his professional insight on entrepreneurship, Kuratko is taking this opportunity to circulate information about Ball State University. “Overall, this is a great move into the public eye for Ball State and the entrepreneurship program. We can disseminate research to the public and become the credible, quotable source for all entrepreneurial research. Eventually, Ball State University’s Entrepreneurship Program will be the source to come to.”

The intensity, which Kuratko felt at the Nasdaq market opening, spills over into his efforts at Ball State. “We are creating an image explosion. We are now being seen in all statewide markets from Evansville to Gary. This is all very exciting because we’re pioneering and it is allowing us to try new things,” Kuratko said.

Kuratko is Executive Director of the Midwest Entrepreneurial Education Center and founder of the entrepreneurship program at Ball State. The program has received numerous awards including the National Model Entrepreneurship Graduate Program Award, Quality Improvement Award, and the Nasdaq Center for Entrepreneurial Excellence Award. In addition, the MBA Entrepreneurship Program has been ranked in the Top 20 in *Business Week* and *Success* magazines.

Inside Indiana Business is broadcast on WRTV-Indianapolis, Channel 6, Sundays at 11:30 AM. It can also be seen on WFYI-Indianapolis, WTIU-Bloomington, WNIN-Evansville, WYIN-Merrillville and Gary. Highlights may be viewed at www.growindiana.net. Additional photos of Kuratko’s opening of the Nasdaq ceremonies and other market news may be viewed at www.nasdaq.com/reference/marketsite_events.stm.

—Chad E. Roots