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Qualcomm millions to dramatically expand EMC's reach

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In Postwar America, Fortune 500 companies were king and the “organization man” was the corporate icon. Today, with small businesses fueling the economic expansion and job creation of the Nineties, America has a new corporate icon: the entrepreneur. And though entrepreneurship is as old as America, and management education is 100 years old, not until recently did the subject of entrepreneurship take its place in business schools and campuses around the country. San Diego State University was among the first of a small group of less than 20 American campuses that began offering such classes in the early Seventies.

As one of the nation's leading centers of entrepreneurship today, in the business sector as well as in the classroom, San Diego is in a great position to continue to exploit this nexus for the benefit of its citizens. And so it is particularly fitting that QUALCOMM, the telecommunications giant headed by Dr. Irwin Jacobs (an entrepreneur who used to be a professor) has decided to advance the study and practice of entrepreneurship in the region with a major gift to the Entrepreneurial Management Center.

“We greatly appreciate Qualcomm's support and are developing a strong strategic partnership with them,” said Sanford Ehrlich, the EMC's executive director.

Equally enthusiastic was Michael Hergert, dean of SDSU's College of Business Administration. “We're thrilled to receive this support from one of San Diego's leading companies,” he said. “The college is committed to making the EMC one of the world's foremost organizations for entrepreneurship and this gift will help make that happen.”

The gift, \$3 million to be paid over three years, is the largest in the history of the Center. The grant supports three primary strategic initiatives designed to expand the EMC's capabilities and ensure that varied constituencies benefit from SDSU's entrepreneurship programs.

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