

## Episode 4: More Impactful Learning Experiences in Entrepreneurship

Host:

- Dr. Kasie Whitener, Clinical Assistant Professor, Management

Guest:

- Dr. Geoffrey Graybeal, Clinical Associate Professor, Management

The Moore School's entrepreneurship program took center stage on April 19th in the second half of the Moore School 50th Anniversary of International Business event. The stage was Proving Ground, a pitch competition for student entrepreneurs. One of the organizers and hosts was the Outreach Director for the Faber Entrepreneurship Center, Dr. Geoffrey Graybeal. In this episode the topics are bringing more applicable learning experiences around entrepreneurship into the classroom and helping students envision changing the world through business.

Dr. Geoffrey ("G-Geoff") Graybeal teaches entrepreneurship in the Moore School of Business at the University of South Carolina and is generally interested in all things entrepreneurial. His areas of study include online and mobile media strategy, youth audiences, new business models, micropayments, marketing, and entrepreneurship on the Social Web. Dr. Graybeal is the 2023-24 Outreach Director for the Faber Entrepreneurship Center. Dr. Graybeal has prior experience as a journalist, reporter, editor and entrepreneur. He has designed research and recommended strategy for multinational firms, single media outlets and small start-up companies.

Conversation topics:

- UN sustainable development goals
  - College accreditation around those goals
  - Classes working in teams to tackle the SDGs
  - Look at a global problem with a local perspective
- DoSomething.org - social campaigns (energy consumption for example)
- SEC pitch competition and the levels of competitors
- [Boyd Innovation Center](#) resource links
- Hipster, a hustler, and a hacker (business and IT)
- Research-based discussion around failure and learning from setbacks
  - Timing (also in literature) might be the barrier
  - Do something they've never done before, do something where they try to get rejected
  - These entrepreneurial skills can serve you elsewhere in life
  - The entrepreneur education is resilience, being comfortable with ambiguity, risk tolerance
  - The mindset is what's valuable
- The Columbia, S.C. ecosystem and its current status as an emerging supportive network

When you learn more, you know Moore. And when you know Moore, you do more.

Thanks for listening!

To learn more about Dr. Graybeal [click here](#).

To learn more about the Faber Entrepreneurship Center at USC [click here](#).

To learn more about Proving Ground visit [this site](#).

To learn more about the Darla Moore School of Business visit [this site](#).

To be a guest or suggest a topic for our podcast, [click here](#).