PROSPECTIVE STUDENT

FREQUENTLY ASKED QUESTIONS

When was the Certificate in Entrepreneurship and Innovation Program started?

The program was launched in the Fall of 2005. We often hear from Purdue alumni that they wish this program would have arrived earlier!

How many students are in the Certificate in Entrepreneurship and Innovation Program?

Over 4,000 students have taken our first course, ENTR 20000 - Introduction to Entrepreneurship and Innovation. At any one time there are approximately 1,500 students enrolled who are pursuing the Certificate. We will have awarded over 1,000 Certificates as of December 2012.

How is this different from a business or management program? Is this housed in the management school?

This is different than a traditional business program. The purpose of the Certificate in Entrepreneurship and Innovation Program is to provide undergraduate students enrolled in any of Purdue's majors the knowledge and tools required to assess new venture opportunities. The ENTR courses are designed to develop leadership and communications skills necessary to advocate for these enterprises, thus making entrepreneurship an "accessible" career choice for students- now or in the future.

We are housed under the umbrella of the Office of the Provost, outside of any college or school.

Is the Certificate in Entrepreneurship and Innovation Program like a minor or concentration? Is it a major?

It is designed similar to a minor, yes, but is not housed in any particular college as a minor or concentration would be. The program is open to Purdue undergraduate students in any major. Plus, the amount of information you gain from our classes and outside opportunities add more turbo to a major than the "classes only" minor. Students have the opportunity to participate in business plan competitions, elevator pitch competitions, global entrepreneurship study abroad, and meet successful entrepreneurs who share their insights.

It is not a major. The program was designed to complement any Purdue undergraduate major.

What if I don't really plan to start my own business?

Even if you don't plan on starting your own business, the information in this program can be extremely useful. It's very beneficial to know what's going on around you in the business you're in, such as why executives are making the decisions they're making. It can also help a whole lot with "climbing the corporate ladder."
Students who have gone through the interview process say that entrepreneurial skills are very useful and coveted in any corporation. People possessing these qualities inside a corporation are called intrapreneurs. Companies are often looking for people with new creative ways to modify and improve their business.

How can the Certificate in Entrepreneurship and Innovation Program fit into an already jam-packed schedule?

Start taking the ENTR courses no later than sophomore year. Work with your major academic advisor to comfortably weave the 5 required courses (some which may double-duty with major requirements) into your plan of study. Motivated students find that program can be added without extending time here. Many have even added additional activities and minors.

What does the Certificate do for you?

The purpose of the Certificate in Entrepreneurship and Innovation Program is threefold. It is designed to:
• Provide students with the knowledge and tools required to assess new venture opportunities
• Develop leadership and communication skills necessary to advocate for these enterprises
• Make entrepreneurship an “accessible” career choice for students - now or in the future

Our Certificate Program alumni credit the program with providing them with an edge in interviews and on the job. Those employers who value the skill sets of entrepreneurs and innovators (working understanding of the fundamentals to run a successful business, skills to make sound decisions, critical eye to assess need for change and innovation etc.) are more likely to find value in students who have turbocharged their degrees with entrepreneurship education.

What if I'm very interested, have always wanted to be an entrepreneur, and want to start courses right away?

The Entrepreneurial Learning Community offers the opportunity for first year students with "like minds" to take ENTR 20000 together as a cohort during their first fall semester on campus. The students are housed in the same residence hall.

I've heard that I should add some type of business classes to my major. Should I get a management minor or pursue the Certificate?

The answer to this question depends greatly on the major being pursued and the individual route to be taken toward a Purdue degree. Talk with your major academic advisor to determine what would work best with your goals, needs, and projected program. Even management majors compliment their plans of study with entrepreneurship.

The Certificate in Entrepreneurship and Innovation sounds great. What do I do next?

If you are a high school student looking at various universities, compare the entrepreneurship education offered. If you apply to Purdue, apply to your desired major. When you talk with your major academic advisor, and they guide you, let that person know of your interest in entrepreneurship. Entrepreneurial Learning Community opportunities will be presented to you if you are admitted. Current Purdue undergraduate students should talk to your major academic advisor about your interest and work with them to see how the program can be woven into your plan of study.

Feel free to contact our office with additional questions. - entrcert@purdue.edu.