New Entrepreneurship Course and Undergraduate Certificate for Fall 2005

**ENTR 200: Introduction to Entrepreneurship and Innovation**
Professor Michael Menefee – Tuesday/Thursday 10:30-11:45

The objective of the course is to teach students about starting and running their own businesses. It can be taken as a stand-alone course or as the first requirement for the new Undergraduate Certificate in Entrepreneurship and Innovation. Topics covered include:

- Risk taking
- Ethics and leadership
- Resource management
- Project management
- Intellectual property

- Legal structures for ventures
- Business plans
- Industry dynamics
- Market analysis
- Finance and accounting

- Human resources
- Organizational structure
- Start-up procedures
- Product/process design
- Sales, marketing, advertising

**Certificate in Entrepreneurship and Innovation**

The program is open to all Purdue undergraduate students beginning in Fall 2005. A sequence of 5 courses (15 credits) are designed to offer participating students:

- Skills necessary to be a successful entrepreneur, be it in a start-up venture or large corporation.
- Understanding of the role of entrepreneurship in the U.S. and world economies.
- A sense of their aptitude for entrepreneurship through education and a hands-on component.

<table>
<thead>
<tr>
<th>Core Courses (6 credits)</th>
<th>Option Courses (6 credits)</th>
<th>Capstone Course (3 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 course sequence</td>
<td>2 course sequence</td>
<td>Project</td>
</tr>
<tr>
<td>Sophomore Year – Fall/Spring*</td>
<td>Junior Year – Fall/Spring</td>
<td>Senior Year</td>
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</tbody>
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- **ENTR 200** Introduction to Entrepreneurship and Innovation
- **ENTR 201** Entrepreneurship and Innovation II

Potential option areas, either:

- Discipline-specific
  - Human Resources
  - Finance
  - Sales & Marketing
  - Technology
  - Commercialization

- Market-specific
  - Agriculture
  - Pharmacy
  - Biomedical
  - Energy
  - Nanotechnology

Participation in a hands-on, real world project that applies principles learned in Core and Option courses.

Engagement with start-up or early stage company, or involvement in the launch of a new venture.

**CERTIFICATE PROGRAM REQUIREMENTS AND MODEL TIMELINE**

* may begin as early as 2nd semester freshman or as late as 1st semester junior

**WHY CHOOSE THE CERTIFICATE?**

- A unique multidisciplinary experience
- Develop hands-on skills for work and life
- Obtain an additional educational credential
- Enhance job prospects and choices

For more information contact natduval@purdue.edu or 494-7068.