



Discovery Park Impact

Making Entrepreneurship Education Accessible to Undergraduate Students in all Disciplines

NEED

A primary goal of Discovery Park is to transform a traditional academic culture into one that is more entrepreneurial and supportive of innovation. The Burton D. Morgan Center for Entrepreneurship helps achieve this in two ways -- first, through the delivery of entrepreneurship education programs to students and faculty, and second, by taking a more proactive approach to assessing the commercial viability of research occurring at Purdue. To transform the culture at such a large university, the undergraduate student population could not be ignored.

INITIATIVE

The Certificate in Entrepreneurship and Innovation Program was first offered to undergraduate students in Fall 2005. Like Discovery Park, it was designed to involve all ten academic colleges and be highly interdisciplinary and collaborative. Indeed, the behind-the-scenes work done to implement the Certificate Program has established stronger relationships with the colleges, has involved numerous faculty across the campus, and has created strong connections between students and Discovery Park.

IMPACT

- The Certificate in Entrepreneurship and Innovation Program is transforming undergraduate education for many at Purdue. Interest and enrollment from across the colleges has surpassed expectations. To date, over 1000 students have completed ENTR 200 Introduction to Entrepreneurship and Innovation.
- An annual Elevator Pitch Competition for students and Purdue Research Park entrepreneurs was an outgrowth of certificate program courses.
- Participating students have made a strong showing in entrepreneurial competitions at Purdue and across the state.
- A student organization called Purdue Innovations was founded by Certificate Program students.
- Exit surveys given at program completion indicate that:
 - 82% of students perceived their entrepreneurial ability to be above average or excellent
 - 85% agreed or strongly agreed that the Certificate Program improved their analytical, communication, and presentation skills
 - 91% agreed or strongly agreed that it improved their ability to evaluate ideas
 - 88% agreed or strongly agreed that it increased their confidence that they could be an entrepreneur
 - 23% reported that they are currently involved in a venture of some kind
 - 88% reported that they are likely or very likely to become involved in an entrepreneurial venture in the future.

Qualitative responses to the question, "What did you like best about the program?":

"Being able to gain knowledge outside of my major."

"I loved sitting in a multidisciplinary classroom with a diverse group of students."

"The amount of information learned that I can apply both when I decide I want to take the entrepreneurial path and when I enter the business world."

"The atmosphere of a classroom containing all driven motivated individuals."

"The Capstone Course - Level of interaction with very successful entrepreneurs."

"The most beneficial fact to me is coming out of the program with a business plan in hand."

"The wide variety of outside speakers that shared different ideas."