

ENTREPRENEURSHIP AND INNOVATION (UNDERGRADUATE CERTIFICATE)

Entrepreneurs and innovators are critical to the long-term health and prosperity of our economy and society. The certificate is designed for students from any background or area of study passionate about understanding and being active participants in the process of starting or nurturing startup ventures, including founders, co-founders, team members and those providing support services. The certificate will benefit current and future for-profit and nonprofit professionals in business, arts and entertainment, communication and information technology, manufacturing, engineering, science and technology, health care, community and economic development, and other fields. This multidisciplinary program, offered through a collaboration of several schools and colleges, provides an opportunity for students from diverse academic disciplines and areas of interest to learn from each other and exposes students to entrepreneurial action in a variety of settings. The use of an integrative curriculum framework and tool kit across all core and elective courses, experiential learning opportunities built into each of these courses, and consistent interactions with and among students, instructors, coaches, mentors, entrepreneurs, innovators and others engaged in the entrepreneurial environment, provides each student a unique pathway to deeper learning, mastery and higher levels of confidence in applying the specialized knowledge and skills required to develop and launch new venture.

Through this certificate program, students will:

- Demonstrate knowledge of the stages of the new venture creation process, from discovering, creating and refining ideas, to building, testing and evaluating a value proposition and viable business model, to launching, sustaining and growing this new venture by acquiring and managing financial and human resources.
- Learn how lead, manage, and work effectively within teams to achieve success, and to create a positive and ethical work culture.
- Develop a personal network within the entrepreneurial ecosystem with a special emphasis on Detroit and the state of Michigan.
- Tailor their program of study to their unique talents and interests as they explore what it takes to translate ideas into reality, and plan the next steps on their journey of discovery, experimentation and action.

Students who participate in the Entrepreneurship and Innovation Certificate program are eligible to apply for support from the Belinsky Entrepreneurial Learning Laboratory (BELL). The BELL assists sustainable, investment-ready student startups and supports the development of commercialization pathways for WSU intellectual property by providing mentors and subject matter experts, direct support and limited funding to assist in the process of attracting additional funding in the form of revenue growth, grants, loans or direct investment.

Direct support will be provided by BELL Fellows, and certificate program students are eligible to apply for these fellowships. Contact the program director for further information.

Students wishing to pursue the Undergraduate Certificate in Entrepreneurship and Innovation should meet with the program director and the undergraduate advisor for the school or college providing oversight of their undergraduate degree program and major.

Candidates must complete 15 credits in course work satisfying the requirements cited below. All course work must be completed in

accordance with the academic procedures of the University governing undergraduate scholarship and degrees; see Academic Regulations stipulated by the school of college which provides oversight of your undergraduate degree program and major.

Code	Title	Credits
Required Courses		6
EI 5000	Introduction to Entrepreneurship and Innovation	
EI 6000	Entrepreneurship and Innovation Capstone (*Students must complete 12 approved credits before enrolling in EI 6000 Capstone Course. Students must contact the Program Director at least one month prior to registering for this course so that the details of the Capstone Project can be determined.)	
Elective Courses		9
ADN 3100	Design Process	
AID 3200	Ethnographic Research Methods for Designers	
AID 4300	Product Design Engineering	
AID 5302	Advanced Studio/Batch Production	
ANT 2050	Anthropology of Business	
ANT/GLS 3700	Globalization: Theories, Practices, Implications	
ANT 5210	Anthropological Methods	
ANT 5165	Shop 'Til You Drop: Consumer Society and Culture	
EGR 5655	Innovation & Entrepreneurship I	
EGR 5656	Innovation & Entrepreneurship II	
EGR 5657	Innovation & Entrepreneurship Lab	
EI 5400	Management and Leadership for Entrepreneurs	
EI 5900	Special Topics in Entrepreneurship and Innovation	
EI 5950	Directed Study in Entrepreneurship and Innovation	
FIN 5200	Startup Funding and Profitability	
FIN 5280	Entrepreneurs' Ecosystem	
FPC 5660	Creativity	
IE 4355	Product Engineering	
IE 4800	Engineering Design I: Project Management	
IE 4850	Engineering Economy	
IE 4880	Engineering Design II	
IE 6405	Integrated Product Development	
IE 6425	Product Lifecycle Management and Sustainable Design	
IE 6840	Project Management	
IE 6850	Manufacturing Strategies	
ISM 5705	Inbound Information Technology	
MKT 5610	Marketing New Ventures	
Total Credits		15

Note: This list will be updated regularly subject to the review and approval of the curriculum committee of the Entrepreneurship and Innovation program and its advisory board.

EI 1000 Entrepreneurial Explorations Cr. 1

Seminar series designed to expose students to entrepreneurship and innovation through exercises and interaction with experienced entrepreneurs and innovators. Offered Every Term.

EI 5000 Introduction to Entrepreneurship and Innovation Cr. 3

Introduces the integrative new venture development framework, processes and tools applied throughout the program, and explores opportunities, resources available and the local entrepreneurial ecosystem. No credit after MGT 5650. Offered Every Term.

Restriction(s): Enrollment is limited to Undergraduate level students.

EI 5400 Management and Leadership for Entrepreneurs Cr. 3

Topics include: the essential attributes of a successful entrepreneur and innovation; development of effective networks and personal relationships; working with and blending the strengths and talents of others, group and team dynamics; effective leadership and management; the everyday challenges of creating, owning and running a new venture, and exploring the differences which arise due to the type and size of the new venture. Offered Yearly.

Restriction(s): Enrollment is limited to Undergraduate level students.

EI 5900 Special Topics in Entrepreneurship and Innovation Cr. 3

Topics to be announced in the schedule of classes. Offered Yearly.

Restriction(s): Enrollment is limited to Undergraduate level students.

Repeatable for 6 Credits**EI 5950 Directed Study in Entrepreneurship and Innovation Cr. 3**

Offered Every Term.

Restriction(s): Enrollment is limited to Undergraduate level students.

EI 6000 Entrepreneurship and Innovation Capstone Cr. 3

Combines seminars with a project-intensive learning experience situated in the Detroit entrepreneurial ecosystem. Integrate and apply accumulated learning experiences from previous courses to the creation of a viable new venture and reach a decision whether or not to proceed, pivot, or terminate a new venture, and plan how to take these next steps. Offered Every Term.

Prerequisites: EI 5000 and 3 of (EI 5200, EI 5400, EI 5600, EI 5900, EI 5950, FPC 5010, or FPC 5660)

Restriction(s): Enrollment is limited to Undergraduate level students.