

ENTREPRENEURSHIP AND INNOVATION, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

Skills attributed to entrepreneurial behavior and innovative thinking are beneficial for students in most if not all majors, and are critical to career success in established companies and new organizations to address pressing needs around the globe. This interdisciplinary minor uses problem-based learning and other active learning pedagogies to prepare students to create value and be agents of positive change in their discipline and their careers. The courses develop skills, knowledge and values in problem solving, innovation, opportunity recognition, self-efficacy, leadership, ethics, communications and learning from failure. To meet the students' broad range of entrepreneurship and innovation interests, core courses (9 credits) establish foundational knowledge, and then students select a concentration cluster aligned to specific contexts such as entrepreneurship in food and bio-innovation, technology, bio-tech, the arts, media, hospitality, digital, social entrepreneurship, advocacy or new ventures. Students who complete the ENTI minor will be better prepared to be innovation leaders in their chosen career path, such as being entrepreneurial in an existing company (intrapreneurship), engaging in a start-up venture full or part-time, finding avenues to leverage their art or craft, or creating alliances to meet social or business needs.

Advising for students in this minor and approval of curriculum exceptions will be available through the Entrepreneurship and Innovation (ENTI) adviser for each cluster.

Arts Cluster (College of Arts and Architecture)

This specialization prepares students for entrepreneurial action in an arts context. To "entrepreneur" in the arts, one must understand aesthetic value and what drives people to consume aesthetic products. By learning how various arts markets view and consume art, emerging arts entrepreneurs envision "products" with specific markets in mind and craft marketing strategies to communicate aesthetic value to audiences. Upon learning how the non-profit and for-profit arts ecologies operate, students envision and develop their arts career and venture within the context, tying together the aesthetic and cultural value of their art form with the business acumen necessary to launch and sustain an entrepreneurial arts enterprise.

Bio-Tech Cluster (Eberly College of Science)

This specialization prepares students to develop an entrepreneurial mindset and apply innovative strategies to find solutions that benefit humans, animals, and the environment. Students will also develop unique skills in career readiness such as teamwork, leadership and communication. Students who complete this cluster will be better able to take an interdisciplinary approach to solving problems through Biotechnology.

Digital Entrepreneurship and Innovation Cluster (College of Information Sciences and Technology)

This specialization prepares a student to harness digital technologies and digital business models to develop their own concepts into

commercial concerns or to contribute to the innovation activities of existing organizations (i.e., intrapreneurship). The IST Digital Entrepreneurship & Innovation cluster focuses on the impact of Information Technology (IT)-driven innovation across multiple industry sectors including for-profit, non-profit and governmental organizations. IT-driven innovation has created new business opportunities for both entrepreneurs and intrapreneurs and is key to increasing efficiencies and expanding the linkage between user-centric products and services. Students who complete this cluster will gain a foundational understanding of emerging information technologies, the components of digital business models, and implementation and design techniques that meet or exceed user-centric requirements.

Entrepreneurship as Advocacy Cluster (College of the Liberal Arts)

This specialization empowers students to utilize the process of entrepreneurship as a form of advocacy to improve the human condition and enhance public life. The cluster leverages a critique of the business paradigm of "maximize shareholder value" to encourage students to create organizations that can be a force for positive change in society.

Food and Bio-innovation Cluster (College of Agricultural Sciences)

This specialization will develop future entrepreneurs and innovators to address opportunities and challenges in the agriculture and life sciences space. The cluster focuses on the cornerstone challenge for agriculture: producing food for the world with entrepreneurial activity and innovation to develop, convert and use biological materials and natural resources (plants, animals, ecosystems and organisms, etc.) to meet the material and energy needs of society. Students are encouraged to take a series of courses in the cluster that complement their personal venture interests and engage in a series of immersive venturing experiences that can range from creating new ventures to mentoring with seasoned entrepreneurs or working within entrepreneurial organizations.

Hospitality Management Cluster (College of Health and Human Development)

This specialization prepares a student to create and develop novel but sound entrepreneurial concepts related to the hospitality industry in such businesses as lodging and food service. For example, through this cluster, students could develop and refine entrepreneurial concepts related to hotels, motels, bed & breakfasts, quick-service restaurants, upscale restaurants, mobile dining such as food trucks, on-line travel agencies, and other on-line ventures. The minor is also designed to prepare students to be innovators within existing organizations. Students who complete this cluster develop skills in creating business plans, feasibility studies, competitive analysis, supply and demand analysis, market analysis and financial forecasting. Students in this concentration are expected to include a mix of majors, not only students majoring in hospitality management.

New Media Cluster (College of Communications)

This specialization examines opportunities and challenges in the creation and distribution of news, entertainment and information. The same technological innovations that make it easy to start a media enterprise have introduced a host of editorial and business complexities. Media production and distribution skills and knowledge of media business, technologies, law and ethics are critical.

New Ventures Cluster (Smeal College of Business)

This specialization helps students develop the skills and ways of thinking required to create, develop, innovate and manage entrepreneurial companies. Students learn about acquiring and balancing limited resources, changing business direction quickly, building a coherent team, managing intellectual property, and creating new markets. This cluster develops a wide range of managerial skills not usually demanded in one person within a larger organization.

Social Entrepreneurship Cluster (College of Engineering)

This specialization focuses on creating sustainable social impact within marginalized communities. The cluster grounds students in social business, user-centered design for extreme affordability, systems thinking and scholarly research to develop innovative and appropriate technology-based solutions to address compelling global challenges. Travel and fieldwork in which students work in multidisciplinary teams to research, design, test, and commercialize ventures are required.

Technology Based Entrepreneurship Cluster (College of Engineering)

This specialization develops skills and knowledge through a practical entrepreneurial experience in a technology based environment. Technology and engineering design topics form the practical content of the cluster. General entrepreneurial business topics and tracking current and emerging technologies provide additional foundation structure for this cluster. Students understand and apply fundamental engineering design skills, product feasibility analysis and marketing techniques to move innovative products toward commercialization.

What is Entrepreneurship and Innovation?

Entrepreneurship and innovation is an interdisciplinary field that deals with new enterprise creation and the process of change and transformation in methods, ideas, and products. It is about problem-solving and the creation of value and positive change in business and society.

You Might Like This Program If...

- You want to learn what entrepreneurs do and how innovators create and solve problems in any field. Whatever you're majoring in or whatever career you've chosen, entrepreneurs and innovators are there already making a positive difference. You can learn to be one, too.
- You're passionate about starting your own business, non-profit, or social enterprise (entrepreneurship) or pursuing a career as an innovator within an existing firm or organization (intrapreneurship).
- You want to learn the skills and develop the mindset of an entrepreneur and innovator.

MORE INFORMATION ABOUT ENTREPRENEURSHIP AND INNOVATION
(<https://cpsse.psu.edu/enti/>)