

ENTREPRENEURSHIP AND INNOVATION INTERDISCIPLINARY CERTIFICATE

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This is a 12-credit certificate program designed for non-business majors at QU and non-QU students or external parties. The three required courses provide students with the fundamental language, knowledge, leadership and communication skills related to entrepreneurship and innovation. The option course provides students with discipline or industry-specific depth in areas relevant to entrepreneurship and innovation. They are offered through departments across the university.

Goals

To promote the growth of the entrepreneurial ecosystem at QU and to support the interdisciplinary initiatives that exist at the university. This certificate enables *non-business* students at QU to add an Entrepreneurship & Innovation certificate to their core program or a non-QU student or external party to take 3-4 courses in E&I.

Learning Objectives

- Learn the entrepreneurial process and mindset.
- Learn the process in evaluating whether their idea is desired by customers.
- Learn how to evaluate customer interest in their product or service.
- Learn the steps in how to take an idea to business creation.
- Learn how corporate innovation works and how to develop ideas within an organization or apply to oneself.

Business students who are interested in entrepreneurship & innovation should add a minor. Non-business students who want more depth of entrepreneurship & innovation can also add a minor.

The Entrepreneurship & Innovation certificate for *non-business* students includes three (3) required courses and a choice of one of three elective courses or the substitution of a course in the student's major area or other discipline of interest.

The certificate courses draw from a large set of interdisciplinary fields in the social sciences and scientific methods such as psychology, sociology, economics, creativity theory, experimental research, etc. In addition, the elective list from the other schools includes courses that address the culture or environment of decisions, types of problems, or other innovative or entrepreneurial topics. (See Curriculum (p. 1) for illustrative list, subject to changes and additions.) The fourth course will be approved by the certificate adviser or Chair of the Entrepreneurship, International Business and Strategy Department.

Entrepreneurship & Innovation Certificate Curriculum

| Code | Title | Credits |
|-------------------------|---|---------|
| Required Courses | | |
| ENT 210 | Introduction to Entrepreneurial Thinking and Practice | 3 |
| ENT 250 | Idea Validation and Business Model Development | 3 |

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| ENT 310 | Creativity and Innovation Management | 3 |
| Electives - Choose one from the following list: | | 3 |
| ENT 340 | Opportunity Recognition and Negotiation | |
| ENT 350 | Social Entrepreneurship | |
| ENT 420 | Business Launch | |
| AN 230 | Sustainable Development | |
| BIO 161 | Introduction to the Biological Aspects of Science and Society | |
| BMS 162 | Human Health and Disease | |
| CER 210 | Fundamentals of Engineering Mechanics and Design | |
| CIS 255 | Data Visualization | |
| CIS 265 | Rapid Application Development | |
| COM 130 | Visual Design | |
| COM 140 | Storytelling | |
| COM 150 | Public Speaking: Principles and Practice | |
| COM 215 | Social Media and Society | |
| CSC 106 | Introduction to Programming for Engineers | |
| DR 181 | Improviseational Acting | |
| IB 324 | Negotiating Internationally | |
| Total Credits | | 12 |