

Innovation & Entrepreneurship Minor

The Innovation & Entrepreneurship program (I&E) is designed to empower you with the skills you need to be successful, wherever you end up after college. Creativity, innovation, resourcefulness and leadership skills are important throughout every aspect of life. I&E helps you create and develop ideas, and then gives you the tools to turn your dreams into reality. The skills you master through the I&E program's interdisciplinary approach make you more employable. Even if you're the boss.

So pick your major — something inspiring, that you can't wait to learn more about, or something you can't wait to jump into. No matter what that is, I&E will give you an indisputable boost —and help you turn inspiration into a lifetime of success. It's not just a minor; it's a lifechanging experience.

**Innovation & Entrepreneurship —
you're in the right place.**



Find out more at www.clarku.edu/clarkinnovation

'08-'09 I&E Courses and Events

We have to confess, we have a bias for action here at I&E. For projects over projections, for businesses rather than business plans. We believe in preparing you to get to market fast and cheap, and then adapt like crazy. Here's how you'll do it:

ENT202—Entrepreneurial Communication and Influence:

On the street, it's called sales training, because all entrepreneurs have to sell their ideas. This course explores the role of persuasion and influence as practiced in early stage business organizations.

ENT210—Management and Behavioral Principles: If you want to motivate others to join your start-up team, consider this course, which studies the behavior of people in organizational settings.

ENT215—The Art of the New: A great introduction to I&E, this course familiarizes students with the entrepreneurial process so they may shape their own vision and assess their potential.

ENT245—Social Entrepreneurship & ENT255—Navigating Nonprofit Dilemmas to Create Social Change:

If you crave making a difference, these eye-opening courses are for you. Study the relationship between the social issues confronting our global community and the use of businesses to stimulate local and world change, then delve deeper into the understanding of social value creation and the importance of planning and mindful adaptation.

ENT265—Entrepreneurship Capstone: This will be the culmination of your studies, your chance to prove to the world — and yourself — what you can do. Choose a research studies sub-program, or demonstrate your entrepreneurial skills by launching your business right here at I&E. Networking, education, passion and perseverance all come together to bring start-ups to life.

I&E Program Events: At I&E you'll find the community you're looking for — likeminded entrepreneurs and a network of informal support weaving through program events including:

- The World Is Yours
- Monthly I&E program dinners
- Initial Advantage group activities
- Projects, lectures and fieldtrips

"I don't consider business success solely my own, rather the success of everyone who has put anything into it. Through I&E I had several mentors who worked closely with me, and was able to use their knowledge to help shape my ideas into concrete plans. Their support was invaluable to me when I was opening my own business."

- Vicky Mariano, '08
Owner, Spiritual Haze Café