



## Start something!

Do you have dreams of starting and running your own business? Or hope to join one of the many startups flourishing in Detroit? The Mike Ilitch School of Business can help get you there with entrepreneurship and innovation (EI) classes and certificate programs for all Wayne State students.

The undergraduate certificate in entrepreneurship and innovation is a rigorous academic program designed to provide the hands-on experience, tools, practical skills and creative energy to develop and launch startup ventures.

★ **Our aim is to inspire, educate, connect and support the next generation of startups.** ★

As an entrepreneurship and innovation student, you will learn:

- The new venture creation process, from discovering and validating your idea, to customer and market discovery, to building a viable business model, to launching and growing the new venture
- How to acquire and manage financial resources
- How to lead, manage and work effectively within teams to achieve success, and create a positive and ethical work culture
- How to network and explore Detroit's entrepreneurial ecosystem
- How to plan the next steps on your entrepreneurial journey



### Not ready to commit to 15 credits?

Take our introductory course, EI 5000, and find out if entrepreneurship is right for you. This class counts as an elective for many majors; check with your academic advisor for the most up-to-date information.



## Get started

**Step 1** – Register for EI 5000: Entrepreneurship and Innovation. A terrific way to learn more about what this movement is about, EI 5000 is a pre-requisite for full admission to the certificate program. The class is open to students and graduates of all majors who have completed at least 60 credit hours with a cumulative GPA of 2.5 or above.

**Step 2** – Create and submit an academic plan. While you are taking EI 5000, meet with an academic advisor to select the electives that work best for you. Your advisor will help you submit your academic plan to the program director.

**Step 3** – Get your academic plan approved. When your academic plan is approved by the program director, register for additional courses and earn that certificate.



## Contact us

To learn more about entrepreneurship and innovation courses and programs, contact:

Professor Jeff Stoltman, program director  
313-577-6559  
jeffstoltman@wayne.edu

For comprehensive academic advising, contact:

Office of Undergraduate Student Services  
Mike Ilitch School of Business  
313-577-4505 or 800-910-EARN  
eiadvisor@wayne.edu



# UNDERGRADUATE CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION



Mike Ilitch  
School of Business

March 2018

## CORE COURSES

**EI 5000:** Introduction to Entrepreneurship and Innovation

**EI 6000:** Entrepreneurship and Innovation Capstone

## ELECTIVE COURSES

The following are electives offered directly through the EI program; many more electives are available across disciplines as wide-reaching as art, product development, engineering, manufacturing, technology commercialization and more.

**EI 5200:** Startup Financing and Profitability

**EI 5400:** Management and Leadership Issues in Entrepreneurship and Innovation

**EI 5600:** Marketing New Ventures

**EI 5900:** Special Topics in Entrepreneurship and Innovation

**EI 5950:** Directed Study in Entrepreneurship and Innovation

Choose three electives from the complete list at [ilitchbusiness.wayne.edu/entrepreneurship](http://ilitchbusiness.wayne.edu/entrepreneurship).

With our flexible curriculum, you can tailor your entrepreneurship and innovation certificate to your unique talents and interests as you explore what it takes to translate your ideas into reality.



## EI 5000

This introductory course is designed as an experiential learning journey that combines lectures, discussion, and opportunities to meet with entrepreneurs, startup companies and others operating in the entrepreneurial ecosystem.

You'll learn about the different types of entrepreneurship, understand the role of innovation, and you will be provided a basic framework and how-to guide for launching a startup. The course promotes discovery of what it takes to successfully identify and pursue business opportunities and address real-world problems, and ultimately will ask you to consider whether this is a journey you wish to take.

*Students of any major may take EI 5000, even if they are not committed to the full undergraduate certificate. The class may count as an elective for your major; check with your academic advisor for the most up-to-date information.*

## CAPSTONE

The three-credit capstone course is a project-intensive learning experience in the Detroit entrepreneurial ecosystem designed to deepen your understanding of and appreciation for what it takes to translate ideas into reality.

Through the capstone, you may be embedded in a local startup, providing the opportunity to both learn from and make a positive impact on the startup businesses that are so vital to the city's economy, or you may work with a local incubator to move your own startup closer to launch.

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*Everyone is capable of taking a good idea and turning it into a business. They just need help finding the path.*

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## Types of startups

Entrepreneurship can take many forms, from research-intensive startups in fields such as health care and life science, technology-based startups, and the creation of new products, services or local businesses, to social entrepreneurship, entrepreneurship in art, design and music, and innovation within Fortune 500 companies.

One expert has identified six basic types of startups, revealing the breadth of applications for entrepreneurial knowhow.

### Scalable startups: Born to be big

Using seed funding and venture capital, scalable startups begin day one with a vision to become publicly traded.

### Buyable startups: Acquisition targets

Many buyable startups, created to be sold to a larger company for \$5 million to \$50 million, are supported by crowd or angel funding.

### Lifestyle startups: Work to live your passion

Lifestyle entrepreneurs live the life they love, work for no one but themselves and pursue their personal passion.

### Small-business startups: Work to live

Local store owners and restaurateurs, consultants, suppliers, skilled trades – all of these are designed so their owners can pay the bills and enjoy life.

### Social startups: Driven to make a difference

Social entrepreneurs are ambitious, passionate and driven to make the world a better place, not to create wealth.

### Large-company startups: Innovate or evaporate

To ensure their survival and growth, large corporations must employ an entrepreneurial mindset.