

# Entrepreneurship and Innovation at MSU

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# Objective



Create a culture of entrepreneurship at MSU.



## The Mindset Newsletter



MSU Entrepreneurship and Innovation

Teach students to think like  
owners.



# Minor in Entrepreneurship and Innovation

- Open to any student in any college
- 15 credit-hours
  - Two core courses @ 3 hours each
    - BUS 190: Intro to Entrepreneurship
    - CAS/CAL 114: Creativity and Entrepreneurship
  - Nine credit-hours from 33 electives
- And two E&I Experiences

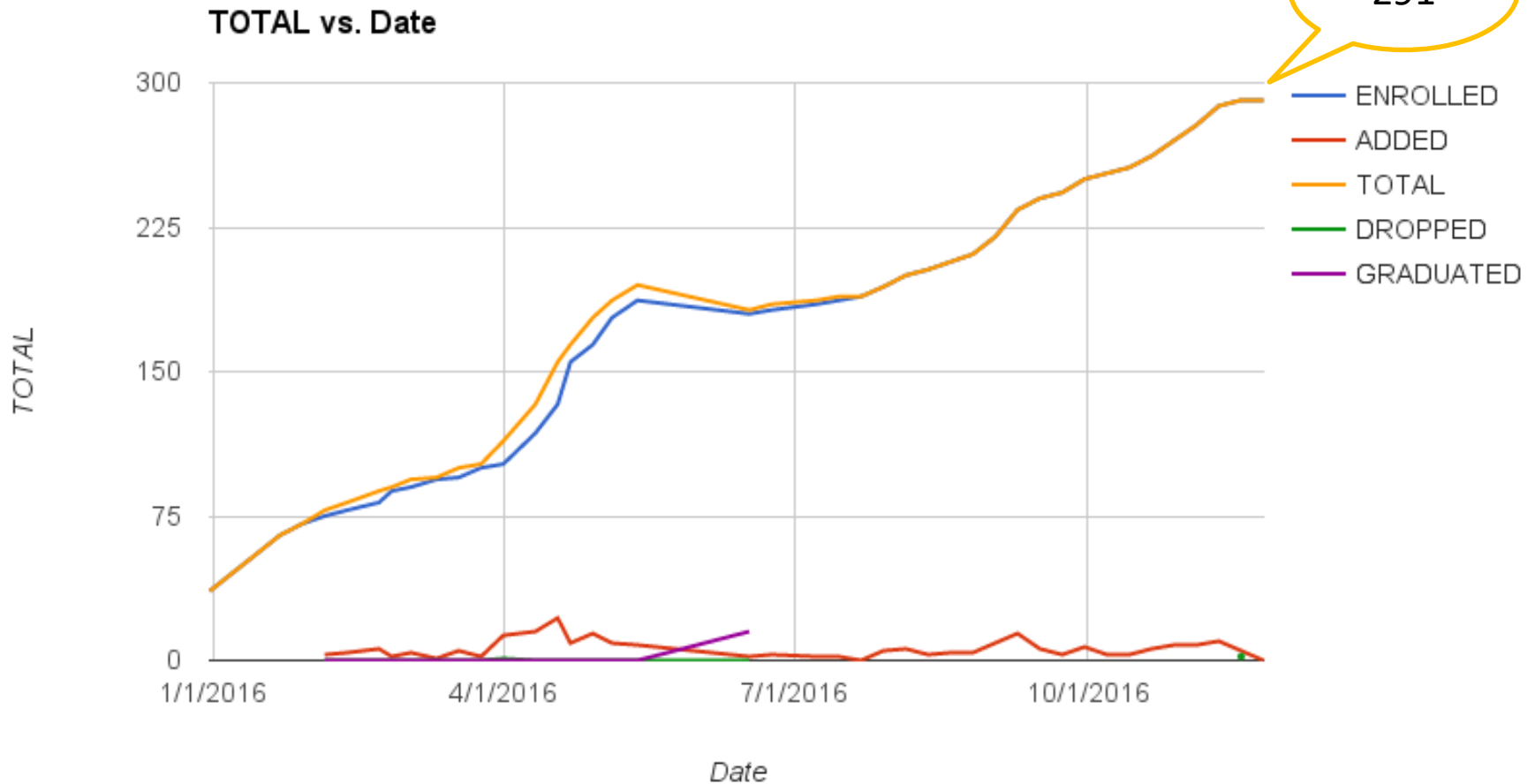


# Entrepreneurship and Innovation Experiences Option Program

- Add entrepreneurial content to courses already in the student's program
- Done by agreement between student and faculty member
- **ENTREP & INNOVATION OPTION** on transcript



# Enrollment in the Minor in Entrepreneurship and Innovation

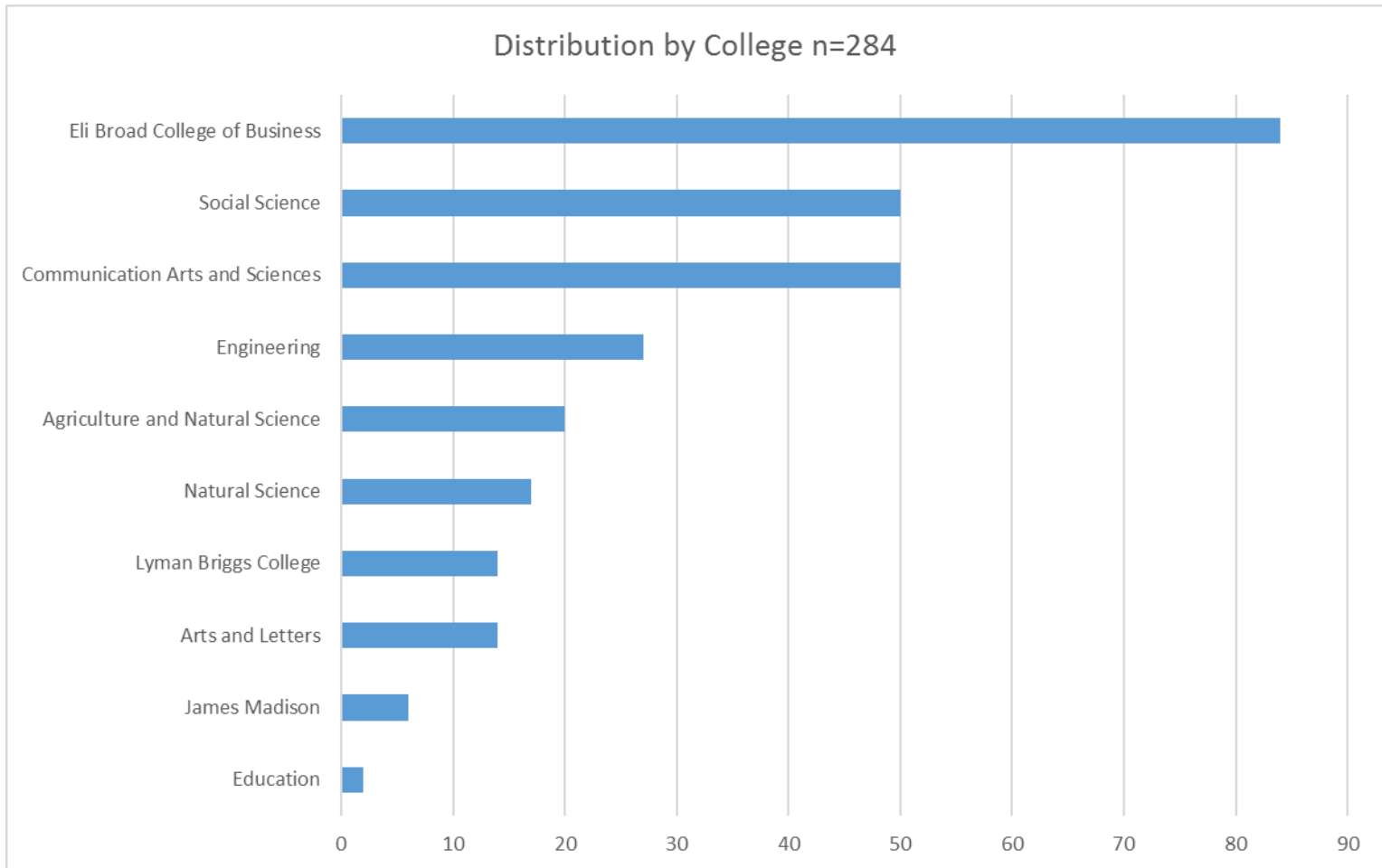


As of 11/25/2016

## Total enrollment in Minor courses

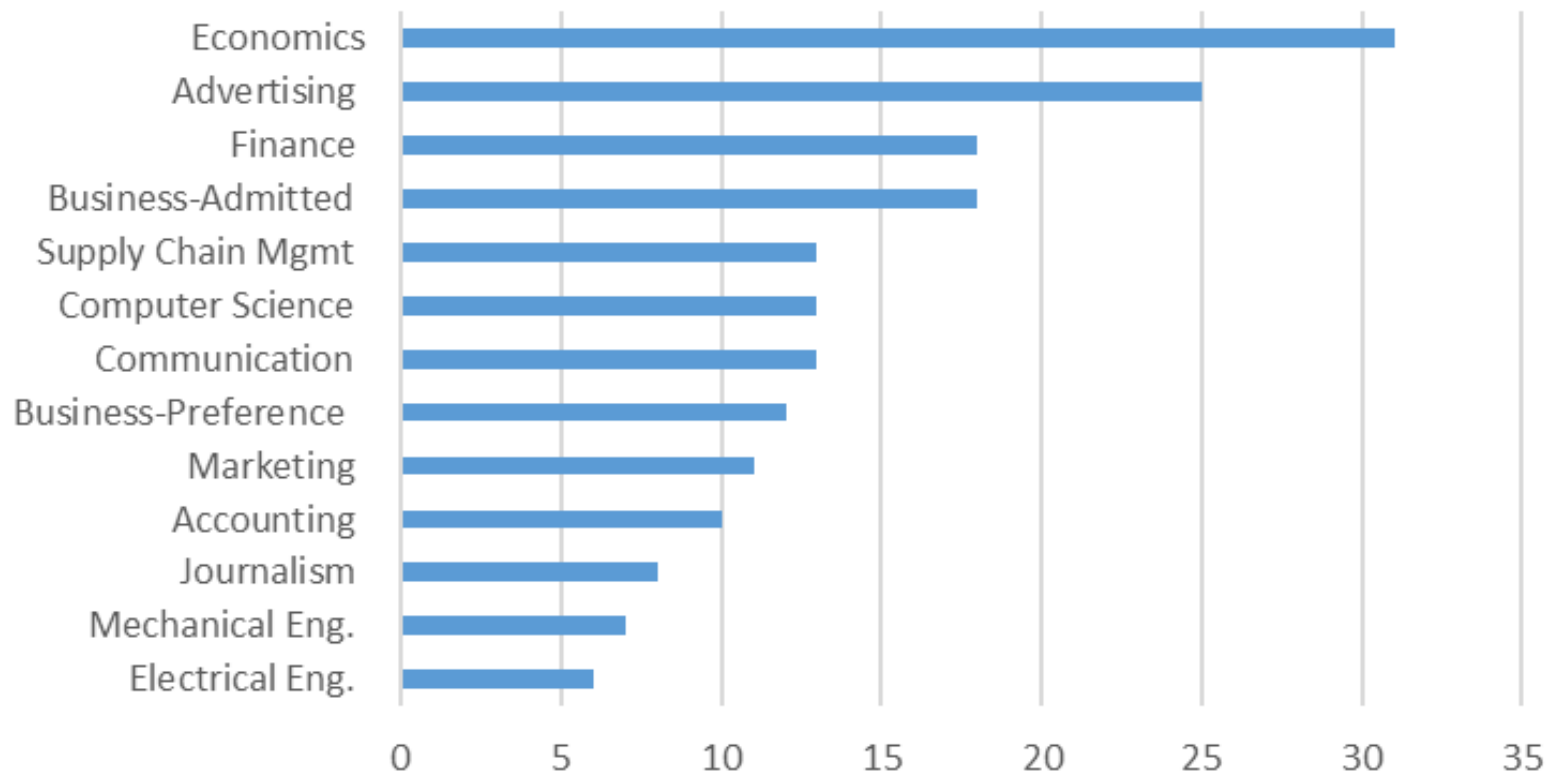
- Fall 2016: About 1,000
- Coming soon:
  - Design Thinking for Entrepreneurs
  - Engineering entrepreneurship
- BUS 190
  - AY 2014-15: 43
  - AY 2016-17: 700



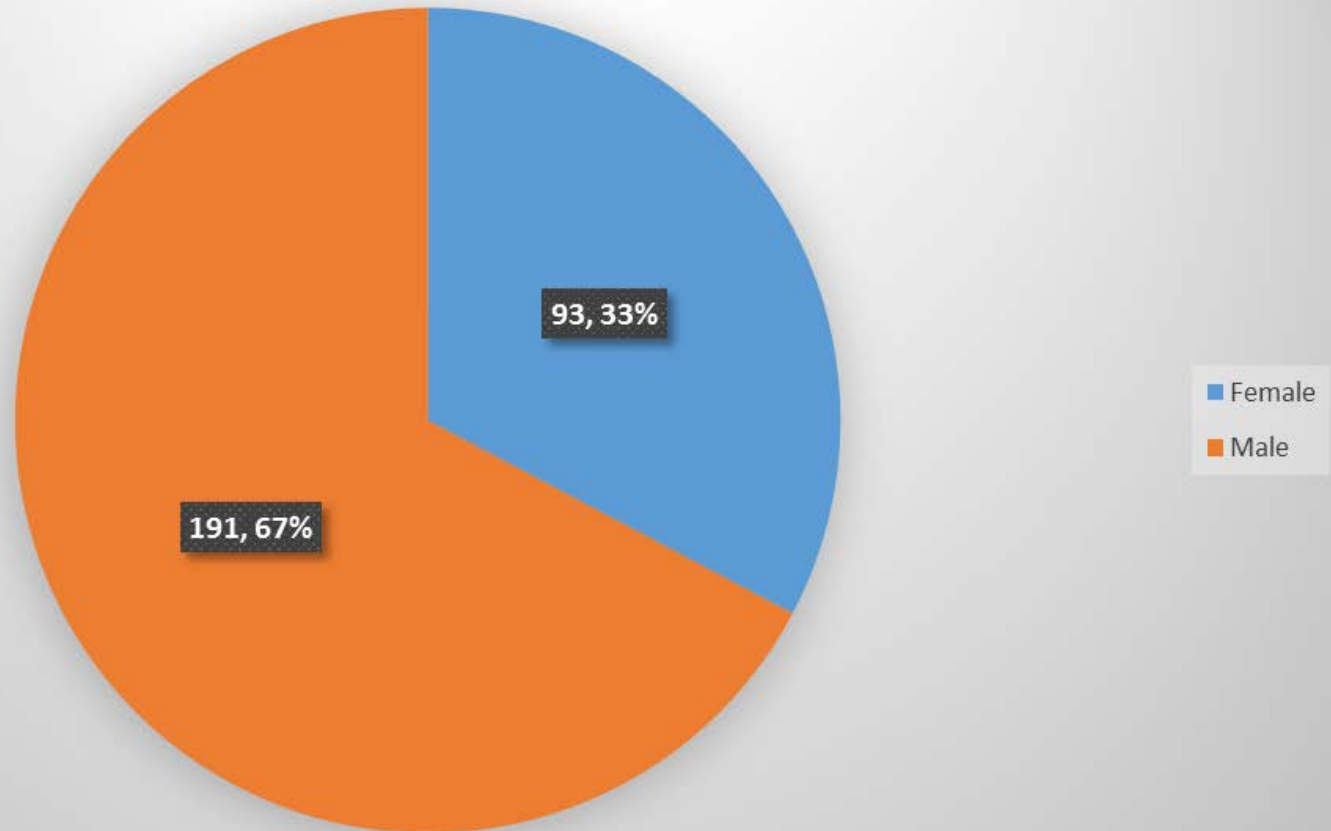




### Distribution by Major (n>5)



## Distribution by Gender



# E&I Experiences Option Program

- Bespoke projects or participate in programs
- 24 so far. 1/3 from College of Social Science.
- Samples
  - Attend and participate in MSU's Startup Weekend
  - Do a crowd funding campaign for resettling Syrian refugees
  - Customer discovery around desired amenities and services in Detroit necessary for greater youth involvement/presence.
  - Participate in Accelerate Michigan Innovation Competition.





[eship.msu.edu](http://eship.msu.edu)