



Entrepreneurship profile for:

Purdue University West Lafayette

Data last updated on: 8/13/2013

Program Name

Contact

Majors

- No major reported to the CHE Inventory

Minors

- No minor reported to the CHE Inventory

Graduate Degrees

- ▶ Technology Innovation and Entrepreneurship Option for MBA Students

Nathalie Duval-Couetil

Link: <https://masters.krannert.purdue.edu/programs/mba/entrepreneurship/>

- Students in the Krannert School of Management's MBA program can choose to do a concentration in the Technology Innovation and Entrepreneurship option area. Topics covered include technology planning, new product management, patents, capitalization, venture formation, business concept validation, commercialization, market assessment, and product planning. The requirements include five 2-credit courses (10 hours) which include two foundation courses (MGMT 59000 Seminar in Technology Realization Topics I & II also cross-listed as ENTR 50000 and ENTR 50100) and at least three electives.

- ▶ Technology Realization Program

Nathalie Duval-Couetil

Link: <http://www.purdue.edu/discoverypark/entrepreneurship/programs/seminarInTechnologyRealization.php>

- Graduate students in all disciplines can enroll in the Technology Realization Program for Purdue graduate students that introduces and teaches the principles for moving ideas and technologies emerging from the lab bench out to the marketplace as a viable business opportunity. Courses include ENTR 50000 and 50100.

Certificates

► Certificate in Entrepreneurship and Innovation

Nathalie Duval-Couetil

Link: www.purdue.edu/entr

- Purdue’s primary academic program focused on entrepreneurship is the Certificate in Entrepreneurship and Innovation. Available to undergraduate students in all majors, the program is designed to turbocharge a student’s degree by providing them with the knowledge and experience necessary to make entrepreneurship an accessible career option. Similar to a minor, it requires enrollment in five 3-credit courses, including:

-Two required “core” courses which cover theory and practice -- ENTR 20000 Introduction to Entrepreneurship and Innovation & ENTR 31000 Marketing and Management for New Ventures

-Two “option” courses which are selected from a wide variety of discipline- or industry-specific courses related to entrepreneurship offered throughout the colleges

-One “capstone” course or experience which challenges students to apply the principles learned during prior coursework in the development of a new product, technology, or business plan, or an internship with an Indiana start-up company

Upon completion, the credential is posted to students’ transcripts and they receive a diploma-like certificate. Each semester, the program integrates approximately 300 students into its introductory course. Since the program launch in 2005, nearly 4500 students have taken ENTR 20000 and over 1300 have received the certificate. Although primarily intended for undergraduate students, the program has accommodated graduate students.

Individual Courses

- | | |
|---|------------------------|
| ► ENTR 20000 – Introduction to Entrepreneurship and Innovation | Nathalie Duval-Couetil |
| ► ENTR 31000 - Marketing and Management for New Ventures | Nathalie Duval-Couetil |
| ► ENTR 39000 – Global Entrepreneurship and Innovation (study abroad) | Nathalie Duval-Couetil |
| ► ENTR 47000/COM 49100 – Women and Leadership | Nathalie Duval-Couetil |
| ► ENTR 48000 – Entrepreneurship Capstone | Nathalie Duval-Couetil |
| ► ENTR 50000 & 50100 – Seminars in Technology Realization I & II | Nathalie Duval-Couetil |
| ► A number of discipline specific, approved courses for student selection | Nathalie Duval-Couetil |

Seminars

- | | |
|---|------------------------|
| ► Entrepreneurship Related Opportunities and Seminars | Nathalie Duval-Couetil |
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Link: <http://www.purdue.edu/discoverypark/entrepreneurship/>

- Numerous events, workshops, seminars, competitions and other opportunities are offered and shared throughout the year for students, staff, faculty and our entrepreneurship community. Additional information can be found on the Burton D. Morgan Center for Entrepreneurship website: <http://www.purdue.edu/discoverypark/entrepreneurship/> and the Certificate in Entrepreneurship and Innovation website: <http://www.purdue.edu/entr>.

Organizations/Clubs

► Krannert Entrepreneurship and Venture Club

Nathalie Duval-Couetil

Link: <http://www.krannert.purdue.edu/clubs/kevc/main.asp>

- A primarily MBA student club focused on entrepreneurship and venture capital

Other Programs

► Biomedship

Nathalie Duval-Couetil

Link: <https://engineering.purdue.edu/BME/Academics/Biomedship>

- Biomedship is a program available to graduate students and senior-level undergraduates that provides formal training in innovation and entrepreneurship in the context of biomedical technology. The program helps participants gain insight into the processes necessary for taking medical technology from design to implementation and commercialization. The program consists of two courses:
 - MGMT 590E / BME 595E: Biomedical Entrepreneurs Thought Leaders Workshop
 - MGMT 590F / BME 595F: Biomedical Entrepreneurship & Innovation Practicum

► Elevator Pitch Competition

Nathalie Duval-Couetil

Link: <http://www.purdue.edu/discoverypark/entr/competitions/elevator.php>

- Students and practicing entrepreneurs pitch their ideas in two minutes to a panel of judges

► Burton D. Morgan Business Plan Competition

Nathalie Duval-Couetil

Link: <http://www.purdue.edu/discoverypark/entrepreneurship/programs/competition/bdmcompetition/>

- Business plan competition for Purdue undergraduate and graduate students

Entrepreneurial
Contacts

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