

ENTREPRENEURSHIP COURSES

WINTER 2010 COURSES

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**** PLEASE NOTE:** All courses listed are related to entrepreneurship. Some courses listed have not been approved for the “Program in Entrepreneurship” at this time. Students interested in using a non-approved course to fulfill program requirements can petition to have the class added to our course approval list.

COURSE	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	GRAD STUDENT
ENGR 407 DISTINGUISHED INNOVATOR SPEAKER SERIES	X	X	X	X	X
ENGR 490.001 DISTINGUISHED INNOVATOR SPEAKER SERIES/CLASSROOM COMPONENT	X	X	X	X	X
ENGR 520 ENTREPRENEURIAL BUSINESS FUNDAMENTALS FOR SCIENTISTS AND ENGINEERS					X
ES 715 INNOVATIVE NEW BUSINESS DESIGN					X
IOE 422.001 ENTREPRENEURSHIP				X	
ENGR 195 MULTI-DISCIPLINARY ENGINEERING	X	X	X	X	
ENGR 405 PROBLEM SOLVING, TROUBLESHOOTING, ENTREPRENEURSHIP, AND MAKING THE TRANSITION TO THE WORK PLACE			X	X	
ENGR 409 VENTURE BUSINESS DEVELOPMENT	X	X	X	X	X
ENGR 490.094 ENTREPRENEURSHIP PRACTICUM	X	X	X	X	
ES 569 MANAGING THE GROWTH OF NEW VENTURES	X	X	X	X	X
UARTS 250 CREATIVE PROCESS	X	X	X	X	

SOCIAL ENTREPRENEURSHIP COURSES

COURSE	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR	GRAD STUDENT
ENGR 490.009: SOCIAL VENTURE CREATION			X	X	X

CORE COURSES	DESCRIPTION
<p>ENGR 407/SI509 (Seminar: pass/fail)/ ENGR 490.001 (1cr) DISTINGUISHED INNOVATOR SEMINAR SERIES</p> <p>4:00-5:00PM STAMPS AUDITORIUM /3:00-4:00PM, 1690 CSE</p> <p>Instructor: THOMAS ZURBUCHEN / DOUG NEAL</p>	<p>This seminar is designed to expose students to entrepreneurship in engineering through interaction with business leaders, venture capitalists, and attorneys, as well as individuals involved in emerging business models, new venture creation, and technology commercialization.</p> <p>While covering a broad set of engineering disciplines, guest speakers will share their knowledge on the latest, most diverse practices on legal, financial, and other management issues. The lectures include leading entrepreneurs and executives, technology innovators, experts from the financial markets, and others who support the entrepreneurial infrastructure. During the receptions following these seminars, students will be able to meet the guest speakers along with other members of the entrepreneurial community.</p>
<p>ENGR 490.009 SOCIAL VENTURE CREATION (3cr)</p> <p>3:30-5:00PM TU/TH</p> <p>LOCATION: LBME 1123</p> <p>INSTRUCTOR: MOSES LEE</p>	<p>Announcing a New Social Venture Creation Course at the University of Michigan.</p> <p>The new Social Venture Creation Course, in partnership with the Center for Entrepreneurship at the College of Engineering and the William Davidson Institute, seeks to be an innovative, action-based learning laboratory that brings students across disciplines at the University of Michigan to work on solving society's challenges – together. In this course, students will form multidisciplinary teams and take steps to launch a social venture. By the end of this course, student teams will submit an implementation plan and make a presentation on a social venture idea to a panel of industry experts and potential funders. The hope is that some of these multidisciplinary student teams will be able to launch a social venture upon completing the course – and make real, long-lasting impact. After taking this course, student teams will be able to assess the opportunity for a particular device, product or service in a community and the feasibility of starting a social venture around it. The course will use cases, readings, videos, lectures, group projects, and group discussions to help students understand the social entrepreneurship movement, the building blocks for starting a social venture, assessing and enhancing a social venture's impact, raising capital, and scaling-up a social venture. Download course informational flyer here. Open to junior and senior undergraduates and graduate students.</p>
<p>ENGR 520 (1 cr)/ ENTREPRENEURIAL BUSINESS FUNDAMENTALS FOR SCIENTISTS AND ENGINEERS</p> <p>TIME: 3:30-5:00PM Tu/Th Prerequisite: Junior or Senior Standing</p> <p>INSTRUCTOR: TIM FALEY/PETER ADRIAENS LOCATION: ARR</p>	<p>Inventors and entrepreneurs have four concerns related to patent law: protecting inventions during product development, determining invention patentability, avoiding infringement, and leveraging a patent as a business asset. This course addresses these concerns through the application of case law and business cases to an intervention of the student's choice.</p>
<p>ES 715 (3 cr) /INNOVATIVE NEW BUSINESS DESIGN (Click here for Flyer)</p> <p>TIME: 6:30-9:30PM TU</p> <p>LOCATION: E1550 BUS</p> <p>INSTRUCTOR: TIM FALEY</p>	<p>Innovative New Business Design (formerly Driving the Innovation Process) is a graduate-level, semester-long, 3-credit hour course that will be offered in the Winter 2010 term on Tuesday evenings, 6:30-9:30pm at the Ross School of Business. This course for graduate engineering and business students is crafted to provide you with the understanding, skills, tools, and a process for completing the first phase of creating value from a new technology-based innovation: designing an innovative business from anew technological discovery. In short, this class will show you how to determine an answer to the question: interesting technology, but where's the business? From real emerging technologies, teams of b-school and engineering students will determine the business (if any) that can be formed around the technology. Before you launch your business you need to have a plan. Before you develop your detailed business plan, you need to assess the feasibility of your potential new business concept. But how do you formulate a sound, detailed, value-capturing, market-driven business concept from your new technology? Particularly before you have either a product or any identifiable market? This class will show you how. You'll apply the methodology taught in class to a semester-long project in mixed teams of engineering and MBA students. This course is open to a limited number of graduate students from the University of Michigan's Ross School of Business and College of Engineering.</p>

IOE 422.001 ENTREPRENEURSHIP (3 cr)

Time 2:30-4:00 T/Th

LOCATION: 1017 Dow

INSTRUCTOR: KEN LUDWIG

Prerequisite: Senior Standing. Not for graduate credit. I, II Engineering students will explore the dynamics of turning an innovative idea into a commercial venture in an increasingly global economy. Creating a business plan originating in an international setting will: challenge students to innovate; manage risk, stress and failure; confront ethical problems; question cultural assumptions; and closely simulate the realities of life as an entrepreneur.

ELECTIVE COURSES	DESCRIPTION
<p>ENGR 195 (3 cr) MULTI-DISCIPLINARY ENGINEERING</p> <p>TIME: 10:15-11:30AM, TU/TH (Lecture) 1:30-3:30PM, F (Project)</p> <p>LOCATION: 1200 EECS (*TENTATIVE: Location may vary based upon project selection.)</p> <p>INSTRUCTOR: DAVID CHESNEY</p>	<p>This Course will fill 3 credit 'DBT' requirement for students wishing to complete MD Minor (click here for information on the minor). Course will also fill 4 credit 'Cornerstone' requirement for students wishing to complete MD Minor with specialization in Socially Relevant Computing. Course will not fill both DBT and Cornerstone requirement. Multidisciplinary Engineering will cover topics related to the engineering process that cross the boundaries of specific engineering disciplines, as well as business aspects (business planning, basic intellectual property law) of engineering. For complete information click [here] to download the flyer.</p>
<p>ENGR 405 (3cr)/ PROBLEM SOLVING, TROUBLESHOOTING, ENTREPRENEURSHIP, AND MAKING THE TRANSITION TO THE WORK PLACE</p> <p>TIME: 12:00-1:30PM TU/TH</p> <p>LOCATION: 1690 CSE</p> <p>INSTRUCTOR: H. SCOTT FOGLER</p>	<p>The goals of this course are to help students hone and enhance their problem solving, critical thinking, creative thinking, and troubleshooting skills and to ease the transition from college to the workplace. The course will also have outside speakers to discuss "Do's" and "Don'ts" on your first permanent job, cross cultural communication skills, and financial planning. Students will work in teams to carry out the home problems, interactive computer problems and the term project. The term project will be to work with a local business or a university department to find and solve problem in their operations. The businesses that participated in previous years were Ace Hardware, Panera Bread, Starbucks, Zoup!, the Chemical Engineering Department staff, and the University of Michigan Dorms. Download the course flyer here and the syllabus here.</p>
<p>ENGR 409 (1cr) VENTURE BUSINESS DEVELOPMENT Prerequisite: By application only.</p> <p>TIME: 6:00-7:30PM M/TU/W/TH F, MARCH 15-26, 2010</p> <p>LOCATION: 1690 CSE</p> <p>INSTRUCTOR: MARC WEISER</p>	<p>This course prepares students to identify and evaluate commercial opportunities for emerging technologies. Emphasis is on design and evaluation of business models and methods necessary for rapid, rigorous analysis of these models. Students will develop preliminary business models and evaluate possible commercial opportunities. Applications for this course can be found here.</p>
<p>ENGR 490 (3cr)/ ENTREPRENEURIAL PRACTICUM /INDEPENDENT STUDY Prerequisite: By application only.</p> <p>TIME: 1:30-2:30PM, F</p> <p>LOCATION: TBD</p> <p>INSTRUCTOR: AILEEN HUANG-SAAD</p>	<p>Working on your own start-up? Do you want to get academic credit for your efforts? Looking to join the community of student entrepreneurs and expand on your network? Come join your fellow student entrepreneurs in the CFE Practicum course. Students are assigned mentors and meet on a weekly basis to share their progress with fellow student entrepreneurs. Students also hear from topical experts on how to talk to investors, how do you develop your brand, how do you promote yourself on the web, the importance of networking, how do your team, how to develop a compensation structure as you build your team, and more. The Entrepreneurial Practicum offers two options: A. volunteer to do an unpaid internship with a local startup company and participate in weekly classes, or B. work on your own start up venture and participate in weekly classes. Application process required for either option. Applications due by December 1.</p>
<p>ES 569 (TBD cr) MANAGING THE GROWTH OF NEW VENTURES</p> <p>TIME: 6:30-9:30PM, TU</p> <p>LOCATION: R 1240 BUS</p> <p>INSTRUCTOR: TOM PORTER</p>	<p>TBD</p>
<p>UARTS 250 (4cr) CREATIVE PROCESS: AN INTERDISCIPLINARY STUDIO-LECTURE COURSE (Download the flyer here.)</p> <p>TIME: 9-11AM, 12-3PM, F</p> <p>LOCATION: SCHOOL OF ART AND DESIGN</p> <p>INSTRUCTOR: FACULTY TEAM FROM SCHOOL OF ART & DESIGN, SCHOOL OF MUSIC, THEATER AND DANCE, TAUBMAN COLLEGE OF ARCHITECTURE AND URBAN PLANNING, AND COLLEGE OF ENGINEERING</p>	<p>If cultural observers agree on one thing, it's this: Creativity is essential for success in a global economy. "Creative Process," a new course offered for all undergraduates, provides an experiential and conceptual foundation for the cultivation of creativity across fields.</p> <p>Taught by faculty artists, musicians, architects, and engineers, "Creative Process" provides an immersive studio experience in which students create in four modalities: sound; movement; visual images and objects; and language. A two-faculty interdisciplinary team teaches in each modality, introducing students to a variety of creative strategies. Weekly lectures, discussion, and readings supplement studio work. "Creative Process" offers insights and experience that will make creativity an integral part of students' lives and work. For more information: www.artsonearth.org/students With support from the University of Michigan's Multidisciplinary Learning Team</p>

	Teaching Initiative
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