

New Venture Entrepreneurship

For students who want to launch and scale their own venture, Duke I&E supports courses and programs to help you move from idea to launch. You will learn to identify a problem worth solving; evaluate the financial, technical, and market opportunity of an idea; build and test a minimum viable product; build a successful startup team; map the milestones necessary to scale; and identify the best option for financing growth. Leveraging resources at both Fuqua and Duke offers ample opportunity to get your startup off the ground.

LEARN THE CONCEPTS THROUGH OUR COMPREHENSIVE COURSE OFFERINGS

Foundational Case-Based Courses

- Strategy 838 ENTREPRENEURIAL STRATEGY
- Strategy 845 ENTREPRENEURIAL EXECUTION
- Finance 651 ENTREPRENEURIAL FINANCE
- Finance 660 PRIVATE CAPITAL MARKETS
- Accounting 591 MANAGERIAL ACCOUNTING

Case-Based Courses to Round Out Your Skills

- Management 745 NEGOTIATIONS
- Management 747 LEADERSHIP

Industry-Specific Courses

- Management 750 SOCIAL ENTREPRENEURSHIP
- Hlthmgmt 898 DESIGN HEALTH 1, 2, & 3
- Hlthmgmt 712 MEDICAL DEVICE STRATEGY
- Finance 662 REAL ESTATE ENTREPRENEURSHIP

Foundational Experiential Learning and Project-Based Courses

NEW VENTURES: DISCOVER

Strategy 848 | Fall 2 | Spring 1

Generate eureka moments by learning to explore the world around you for problems worth solving. Instead of jumping too soon into problem solving and solution development, expand your research, exploration, and discovery. Set aside pre-conceived notions and avoid blind spots to collect data and assess it as objectively as possible. *Ideal for anyone who wants to find white space for new innovation and entrepreneurial action.*

NEW VENTURES: DEVELOP

Strategy 849 | Spring 1 + Spring 2

Designed to help students gain experience building and testing a business model for their own ideas or as a team member working on someone else's venture. Students will explore the process of evaluating and understanding whether a business is worth doing. Students will learn to assess opportunities, develop and test business models, understand financials, and build a successful team.

NEW VENTURES: DELIVER

STRATEGY 851 | FALL 1 + FALL 2

New Ventures: Deliver will guide you through the planning and launch process with a high-touch, customized experience to position you and your venture for success. You will be actively working to generate revenue and position your venture for funding, if that's the desired growth path.

COMMERCIALIZING HEALTHCARE TECHNOLOGY

HLTHMGMT 898 | Fall 1 + Fall 2

Commercializing Healthcare Technology is an opportunity for students to work on commercialization plans for technologies developed at Duke University, in particular in the areas of therapeutics (pharmaceuticals), diagnostics, and medical devices. In most cases, the students will work to define a plan for a start-up that would license the technology from Duke, but other strategies are also possible (e.g., not-for-profit).

PURSUE A CONCENTRATION OR CERTIFICATE

MBA Entrepreneurship & Innovation Concentration

The MBA Concentration in Entrepreneurship & Innovation requires a total of six courses for completion, including two required courses and at least one experiential course. Most courses are exclusive to Fuqua students and case-based.

I&E Graduate & Professional Certificate

The I&E Graduate & Professional Certificate offers experiential and project-based courses that bring together students from various Duke programs and departments. MBA students pursuing the certificate are required to complete a total of three courses, which include two electives along with the Narrative Design Seminar. Most I&E courses follow the full semester format rather than the shorter Fuqua quarter term.

HONE YOUR SKILLS THROUGH CO-CURRICULAR ACTIVITIES

PROGRAMS & EVENTS

I&E Popups at the Bullpen

Get inspired by fellow students pitching their ideas and ventures, learn key skills to help you launch your own venture today or in the future, and build community with fellow students interested in entrepreneurship.

Duke Startup Showcase

Duke I&E gives a select group of students the opportunity to spotlight their ventures, network with the Duke community, and compete for non-dilutive cash prizes.

Melissa & Doug Entrepreneurs

Have you started a company? Do you have customers and traction? Be a part of an amazing program with non-dilutive funding, mentorship, executive coaching, and connections to Duke alumni that will help you grow your venture - and grow as a leader!

STUDENT CLUBS

Entrepreneurship and Family Business Club

The Entrepreneurship and Family Business Club supports students interested in launching startups, innovating within family businesses, and navigating the unique challenges of both fields.

ENGAGE WITH EXPERTS ACROSS CAMPUS AND IN THE COMMUNITY

New Venture Fellows (NVF)

In collaboration with the Duke Office for Translation & Commercialization, NVFs are responsible for assisting Duke startups with a variety of activities, from putting together investor pitch decks, to assessing the competitive landscape, to informing overall business plan development and corporate strategy.

American Underground

American Underground, a co-working space that is home to over 275 startups, hosts frequent events for the local startup community to connect.

Council for Entrepreneurial Development

The Council for Entrepreneurial Development (CED) is a Research Triangle Park-based non-profit dedicated to connecting regional entrepreneurs with the resources they need to build and launch a successful business, including hosting the premier conference for high growth startups in the Southeast.

GrepBeat Happy Hours

Monthly casual get-togethers of tech entrepreneurs and friends of the startup community.