



Innovation & Entrepreneurship Certificate Orientation

Spring 2022

In the chat please share:

Best part of spring?

Quiz 1– Why Duke I&E?



Why I&E?

The Future of Human Work Is Imagination, Creativity, and Strategy

by Joseph Pistrui

JANUARY 18, 2018

SUMMARY SAVE SHARE COMMENT **17** TEXT SIZE PRINT \$8.95 BUY COPIES



WIRED Opinion

Teach kids creativity. Ultimately, machines will be better at coding

"Deep machine learning will likely automate the writing of code relatively quickly. Creativity is going to be far more important in a future where software can code better than we can"

Quiz 2– What are you looking to
work on?



Why I&E? – Opportunities For Human Flourishing



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Changing the world through entrepreneurial action

Duke Model for Entrepreneurial Action

Cultivate a Mindset



Goals | Learning Objectives | Courses and Experiences

Your Certificate Team



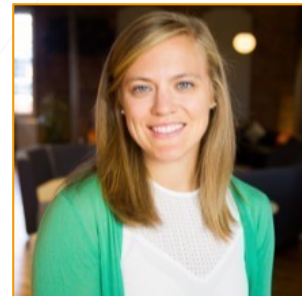
Kevin Hoch
Managing Director, Education



Amy Linnane
Managing Director, Experiential Programs



Katherine Black
Program Manager, Experiential Learning & Social Innovation



Anna Jacobs
Program Manager, Education



Lee Baker, PhD
Director of Undergraduate Studies

I&E Fellows



Lara Bamberger

- Class of 2023
- From: New York, NY
- Economics major – Finance concentration, Psychology minor, I&E certificate



Ashna Ram

- Class of 2023
- From: Charlotte, NC
- Public Policy & Global Health majors, I&E certificate



StudioDuke



RONALD & CARRIE LUDWIG
DUKE IN SILICON VALLEY

Activity – Get to Know Your Network

Instructions:

- Introduce yourself and the square(s) that apply to you.
- Take notes of the people you met and what you learned.
- Go for Bingo!

Groups of 3 – 4 mins x 2 to meet new people! How many boxes can you fill in?

Activity – Find a person who...

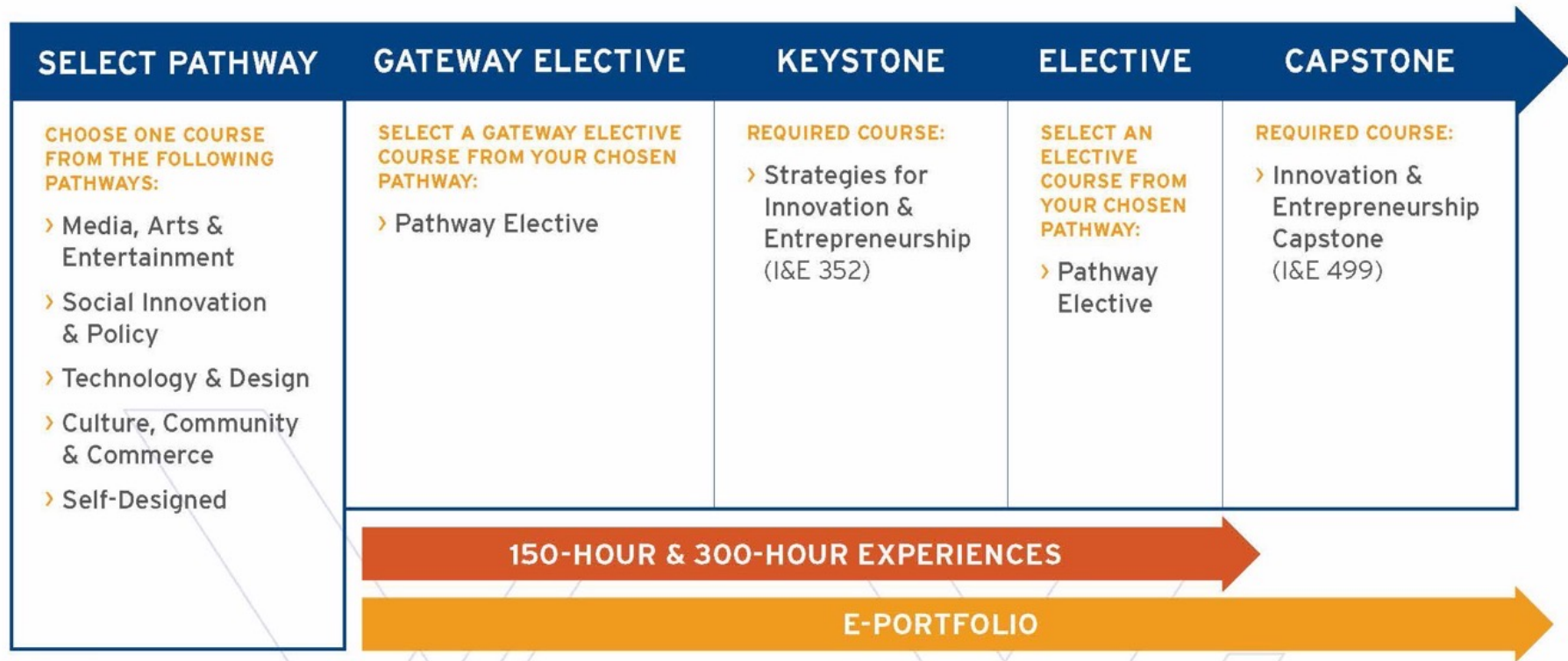
Has studied in another country. Where?	Has participated in DukeEngage. Where?	Has worked for a startup. Which one?	Is involved in a performing arts activity/group. What?
Has met someone famous. Why?	Is active in a service-oriented organization. What organization?	Has started her own business. What?	Has visited a Wonder of the World. Which one?
Is passionate about social entrepreneurship. Why?	Is fluent in 2 or more languages. Which?	Has lived in 3 or more different cities growing up. Where?	Is a huge sports fan. Which sport/ team?
Is passionate about gaming or coding. Why?	Hopes to start her own business one day. What?	Plans to pursue a career in engineering. What?	Plays an instrument. Which one?

Quiz 3– More about us?



Overview

Program Requirements



Certificate Sequencing and Rules

- **Sequencing**

- The recommended sequence of courses is:
 - 1) gateway elective
 - 2) keystone
 - 3) elective
 - 4) capstone
- Students must complete the gateway, keystone, elective, and two thematically-related learning experiences prior to enrolling in the capstone.

- **Double Counting**

- No more than *one* course and *one* experience that is used to satisfy the requirements of any major, minor, or other certificate program may count towards the Innovation & Entrepreneurship Certificate.
- Students are unable to enroll in both the I&E Certificate and the Markets & Management Certificate.

- **Petitions**

- Petitions for exceptions to these rules should be sent to certificate-entrepreneurship@duke.edu with request and rationale ahead of time.

Portfolio

Portfolio Options

- The goal is to provide flexibility, creativity and encourage reflection of your time in the program.
- Option 1 – Digital Portfolio
- Option 2 - Personal Website
 - Special recognition for those who choose this route, given the extra effort it requires.

How to make an personal website

- Wordpress – free through Duke!
- Wix
- Krop
- Weebly
- Squarespace
- Seelio
- Portfoliopen
- Carbonmade

Example Site

- **Example site**

- Link: <http://sites.duke.edu/eportfolioexampleiandecertificate/>



The screenshot shows the header of the Innovation & Entrepreneurship e-portfolio website. On the left is a logo consisting of four stylized arrows pointing towards the center, colored in dark blue, orange, and yellow. To the right of the logo, the text "INNOVATION & ENTREPRENEURSHIP" is displayed in a bold, dark blue, sans-serif font. Below the logo and text is a dark grey navigation bar with white text links: "My Story", "Coursework", "Experiential Learning", "Final Reflection", "I&E Certificate", and "E-portfolio Resources". The main content area below the navigation bar features the text "What is the portfolio requirement?" in a bold, black, sans-serif font.

Advising & Resources

Resources

- **I&E Website**
 - <https://entrepreneurship.duke.edu/education/undergrad-certificate/undergraduate-current-students/>
 - Experience forms
 - Portfolio Resources
- **I&E Fellows**
 - Peer advisors who will reach out to you regarding events and activities, but are also mentors – feel free to ask about their classes & experiences
- **Mentoring & Networking**
 - Duke Alumni Network
 - Ask a Blue Devil
 - Keystone (I&E 352)& experiences
 - [Sites.duke.edu/experienceopportunities](https://sites.duke.edu/experienceopportunities)

Communication

- **Listservs & Newsletter**

- certificate-students-entrepreneurship
- entrepreneurship.duke.edu/newslettersignup/

- **Social Media**

- Facebook: Duke Innovation and Entrepreneurship Initiative
- Instagram: @dukeinnovation
- Twitter: @EshipAtDuke

Experiences

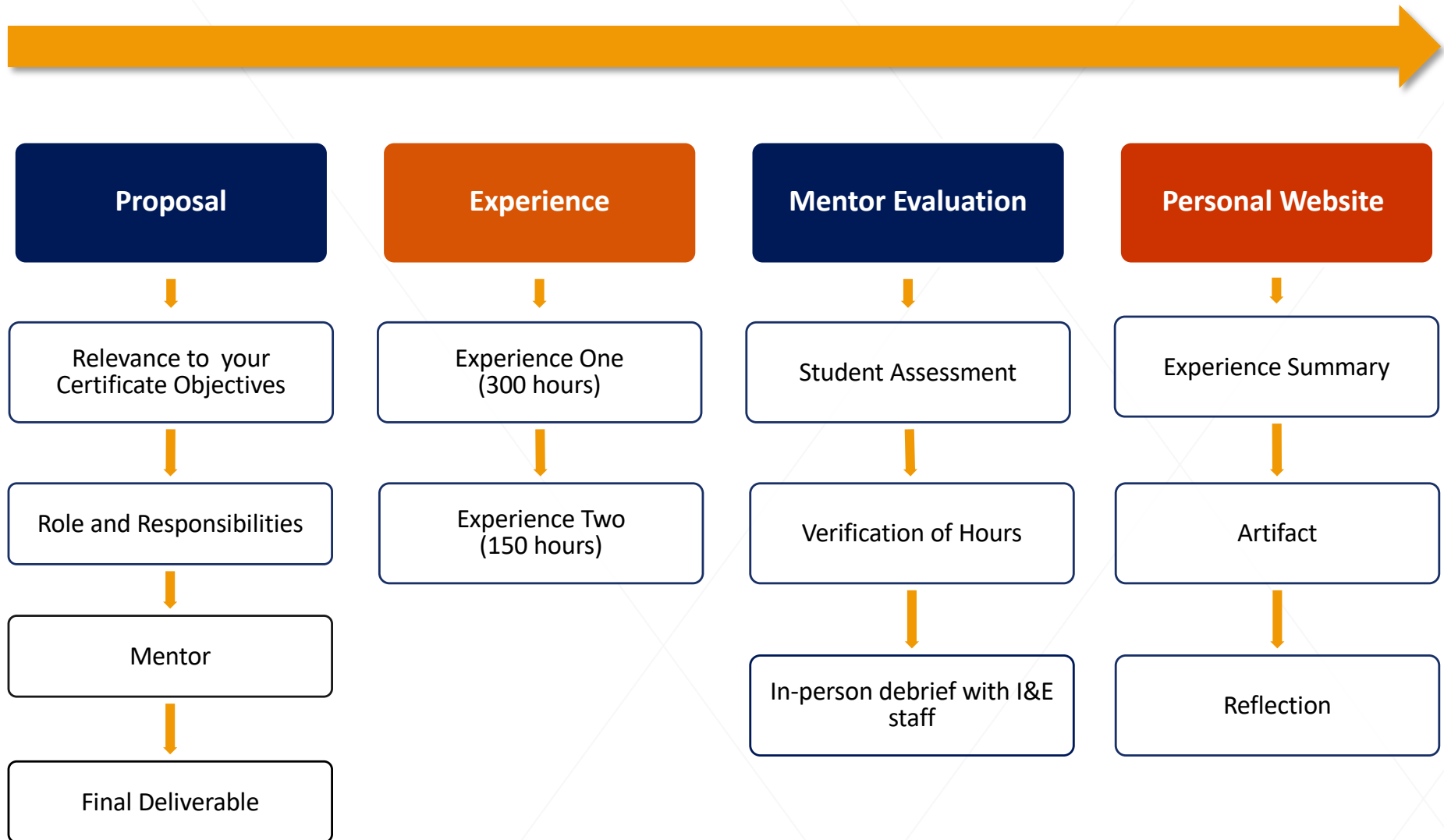
Experiences Overview

You will complete two learning experiences (**150 & 300 hours**) tied to innovation and entrepreneurship in order to gain real-world application of knowledge and invaluable hands-on learning.

What have other Certificate students done?

The logo for DukeEngage, featuring the text "DukeEngage" in a white serif font on a dark, textured background.

Experience Approval Process



Due within one year of completing experience

Where to find Experiences

- <https://sites.duke.edu/experienceopportunities/>
- StartupConnect
- Duke Sympa - compsci@duke.edu
- Handshake
- Public Policy Internship
- Friends & Family
- LinkedIn and informational interviews

Reflections:

In the chat please share:

What surprised you?

What is a key takeaway for you?

What are you excited about?