The goal of the undergraduate certificate in Innovation and Entrepreneurship is to provide students with a pathway to pursue a rigorous cross-disciplinary study of innovation and entrepreneurship that is complementary to any major and enables students to be innovative and entrepreneurial in their of pursuit of knowledge in service of society. The certificate requires an in-depth course of study examining the theories of innovation and entrepreneurship, coupled with hands-on practice in both areas. Innovation and entrepreneurship are, by their very nature, areas of cross-disciplinary inquiry, so the certificate also draws on theory, contexts, and methods from across the disciplines.

The certificate builds on the already-existing emphasis of knowledge in service of society that is taking place within students’ majors and co-curricular activities. It is meant to further enhance students’ abilities to explore the complex problems being faced by our world and to develop innovative methods to address those problems. Cultivating an innovative and entrepreneurial spirit involves students developing the following capacities—creativity, technical competencies, courage and resilience, reflection, and collaboration—acquired through a comprehensive undertaking of research, inquiry, experimentation, and experiential learning.

Requirements
The certificate program elements are:

1. Four course areas:
   a. Gateway—foundations of innovation, ideation, and design
   b. Keystone—fundamentals of developing a strategy to launch a venture
   c. Elective—further exploration in innovation and/or entrepreneurship
   d. Capstone—focus on turning ideas into action through a capstone project
2. Two thematically-related experiential learning activities. One of the experiences must exceed 300 hours; the other must exceed 150 hours
3. Public facing e-portfolio

<table>
<thead>
<tr>
<th>Experience (300 or 150 hours)</th>
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<tbody>
<tr>
<td><strong>Gateway (choose one)</strong></td>
</tr>
<tr>
<td>Social Innovation (I&amp;E 290)</td>
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<tr>
<td>Engineering Innovation (EGR 121L)</td>
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<tr>
<td>Multimedia Documentary (I&amp;E 460S)</td>
</tr>
<tr>
<td>Arts Entrepreneurship (MUSIC 290S)</td>
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<tr>
<td>Basics of Technology Commercialization (I&amp;E 281)</td>
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<tr>
<td><strong>Keystone (required)</strong></td>
</tr>
<tr>
<td>Strategies for Innovation &amp; Entrepreneurship (I&amp;E 352)</td>
</tr>
<tr>
<td><strong>Elective (choose one)</strong></td>
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<tr>
<td>Broad set from across disciplines</td>
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<tr>
<td>Students will have options that emphasize entrepreneurship, innovation, or the two combined</td>
</tr>
<tr>
<td>(See Duke I&amp;E website for complete set of electives)</td>
</tr>
<tr>
<td><strong>Capstone (required)</strong></td>
</tr>
<tr>
<td>Innovation &amp; Entrepreneurship Capstone (I&amp;E 499)</td>
</tr>
</tbody>
</table>

E-portfolio
**Courses**
- All students in the certificate program enroll in the keystone and capstone courses. Students select one of five gateway course options and choose one from a set of elective course options.
- The recommended sequence of courses is 1) gateway 2) keystone 3) elective 4) capstone. The gateway must be taken prior to enrolling in the elective. No more than two courses may be taken in the same semester.
- Students must complete the gateway, keystone, elective, and two thematically-related learning experiences prior to enrolling in the capstone.
- 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 and Entrepreneurship Certificate.

**Experiences**
- Students will complete two learning experiences tied to innovation and entrepreneurship in order to gain real-world application of knowledge and invaluable hands-on learning.
- Students must identify and propose each learning experience they plan to undertake. All proposed experiences will be thoroughly reviewed for their relation to innovation and entrepreneurship, quality, and fit given the student’s stated objectives for completing the certificate.
- Different types of experiences include, but are not limited to, internships at start-up companies, research in a lab, field research, immersive civic engagement work, own venture development, or independent projects.

**E-portfolio**
- All students will complete a public facing e-portfolio, which provides students with a platform to creatively capture artifacts from their work and experiences throughout the certificate. This is meant to deepen their reflection on their participation in the program and provide a tangible accounting of students’ experiences for the purpose of pursuing professional careers or future graduate studies.

**Application Process**
1. **Submit an application.** Application components include:
   - **Application form**, downloaded from the Duke I&E website
     - Identification of the four courses and two thematically-related experiences you intend to complete, and the logic and rationale for why you have selected them.
     - Essay outlining your overall objective for completing the certificate, including how it will both help shape your time at Duke and inform your long-term career/additional education plans.
     - List and description of co-curricular, extra-curricular, and employment experiences that are relevant to your application
   - **Current transcript**, official copy requested from ACES and emailed as PDF to certificate-entrepreneurship@duke.edu.
2. **Application will be reviewed** by the Innovation and Entrepreneurship Certificate admissions committee.
3. **Admissions decisions will be made** and communicated to you. If an offer of admission is extended and you choose to accept the offer, the program staff will formally enroll you in the certificate program.

**Eligibility and Deadlines**
Second-semester First-Years, Sophomores, and first-semester Juniors are eligible to apply. Students are encouraged to apply as early as possible, but must do so by no later than the Drop/Add end date occurring in the fall of their Junior year.

**Remaining 2014-2015 Academic Year Deadlines:**
- **February 16, 2015** (Sophomores and First-Years)
- **April 1, 2015** (Sophomores and First-Years)

**Contact Information**
Certificate program website: [http://entrepreneurship.duke.edu/education/](http://entrepreneurship.duke.edu/education/)
Certificate program questions can be directed to: Hayley Young (hayley.e.young@duke.edu)
Pratt students should direct engineering curriculum questions to: Jim Gaston (jim.gaston@duke.edu)