The Application Process

APPLY HERE:
› https://www.dukeonline.duke.edu/cert2/
   (requires Duke NetID and password)

APPLICATION COMPONENTS
› Identification of the four courses and two experiences, with selection logic and rationale
› Essays outlining the objectives for completing the certificate and the problem/area of focus to be explored
› List and description of any relevant co-curricular, extra-curricular, and/or employment experiences

ELIGIBILITY
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 the fall of their Junior year.

2015-2016 ACADEMIC YEAR DEADLINES

SEPTEMBER 4, 2015
Juniors & Sophomores
LAST DATE FOR JUNIORS!

NOVEMBER 4, 2015
Sophomores Only

FEBRUARY 22, 2016
Sophomores & First-Years

APRIL 4, 2016
Sophomores & First-Years

More Information

Visit the program website:
› https://entrepreneurship.duke.edu/certificate

Questions?
› certificate-entrepreneurship@duke.edu

entrepreneurship.duke.edu
**Program Summary**

**What is it?**

The Innovation & Entrepreneurship (I&E) Certificate is an academic credential for Duke University undergraduate students, earned upon graduation in conjunction with one’s major. In this program, students follow an in-depth course of study examining the theories of innovation and entrepreneurship, coupled with hands-on practice in both areas.

**Why Innovation & Entrepreneurship?**

The goal of the program is to further enhance students’ abilities to explore complex problems and then develop innovative methods to address those problems. Students will gain the ability to apply knowledge across disciplines to turn ideas into actions, making a tangible positive impact on society. Cultivating such an innovative and entrepreneurial spirit will involve students developing the following capacities—creativity, technical competencies, courage and resilience, reflection, and collaboration—acquired through a comprehensive undertaking of inquiry, scholarship, experimentation, and experiential learning.

**Who is it for?**

The I&E Certificate is for Duke undergraduate students of all majors and backgrounds who want to develop an entrepreneurial spirit and gain a transferable skillset that will enable them to make an immediate impact in whatever they choose to pursue at Duke and beyond. The program accommodates and supports students of every interest level in entrepreneurship—from those who want to learn about it in a general capacity to those who are committed to pursuing it as a career.

**How does it all come together?**

The certificate program is designed with a specific sequencing of its program components (see Program Requirements on the next page for details). The aim is for students to select their courses and experiences with intentionality in order to form a pathway that is coherent and integrated with their undergraduate Duke experience. Students are expected to have a clear set of goals for the program, as well as an area of focus they want to explore, to guide this selection process and maximize the benefits derived from the program.

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### Program Requirements

#### 4 COURSES

1. **Gateway**: Foundations of innovation, ideation, and design
2. **Keystone**: Fundamentals of business and developing a strategy to launch a venture
3. **Elective**: Further exploration in innovation and/or entrepreneurship
4. **Capstone**: Focus on turning ideas into action through an original capstone project

All students in the certificate program must complete the gateway and capstone courses. Students select one each from a set of gateway and elective courses.

The recommended sequence of courses is:

- Gateway
- Keystone
- Elective
- Capstone

No more than one course and one experience used to satisfy the requirements of any major, minor, or other certificate experience used to satisfy the requirements and are both completed prior to enrolling in the capstone.

#### 2 EXPERIENCES

1. **One immersive co-curricular experience exceeding 150 HOURS and a second exceeding 300 HOURS**

   Students undertake innovative and entrepreneurial internships, research, civic engagement initiatives, independent projects, or work developing an independent venture, in order to gain hands-on learning and real-world application of knowledge.

   Students must identify, propose, and receive approval for each learning experience they plan to undertake. Students will be informed of this approval process upon admission to the program. All proposed experiences will be thoroughly evaluated for their relation to innovation and entrepreneurship, overall quality, and fit with the program given the student’s stated objectives for completing the certificate.

   Students may choose to complete the experiences at any time, as long as the experiences meet the minimum hour requirements and are both completed prior to taking the capstone.

   For each experience, students must seek out a mentor who will supervise the work or provide external expertise and guidance.

#### 1 E-PORTFOLIO

Students complete an electronic portfolio encompassing all aspects of the program, wherein they curate artifacts from both the courses and experiences, compose reflections to further guide their thinking on innovation and entrepreneurship, and reinforce the learning taking place. Once in the program, students receive thorough guidelines detailing the specific requirements for this component. E-portfolios will undergo a series of reviews throughout the program to ensure each student is making sufficient progress.

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<td>Strategies for Innovation &amp; Entrepreneurship (I&amp;E 352)</td>
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**150-HOUR EXPERIENCE**

**300-HOUR EXPERIENCE**

**E-PORTFOLIO**

*Students may substitute a second gateway course for the elective requirement.*
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**4 COURSES**

- **GATEWAY**: Foundations of innovation, creativity, and design
- **KEYSTONE**: Fundamentals of business and developing a strategy to launch a venture
- **ELECTIVE**: Further exploration in innovation and/or entrepreneurship
- **CAPSTONE**: Focus on turning ideas into action through an original capstone project

All students in the certificate program must complete the gateway and capstone courses. Students select one each from a set of gateway and elective courses.

The recommended sequence of courses is:

1. **GATEWAY** → **KEYSTONE** → **ELECTIVE** → **CAPSTONE**

Students must complete the gateway, capstone, elective, and two experiences prior to enrolling in the capstone.

No more than one course and one experience used to satisfy the requirements of any major, minor, or other certificate program may count toward the Innovation & Entrepreneurship Certificate.

**2 EXPERIENCES**

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**CHOICE ONE:** Broad set from across disciplines. See the program website for the full listing.

**REQUISITED:**

**Required:**

- **1 E-PORTFOLIO**
- **150-HOUR EXPERIENCE**
- **300-HOUR EXPERIENCE**

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