

Duke  INNOVATION &
ENTREPRENEURSHIP

INNOVATION &
ENTREPRENEURSHIP
CERTIFICATE





What is it?

The Innovation & Entrepreneurship Certificate is an academic credential that Duke University undergraduate students may pursue in conjunction with their majors. In this program, students follow an in-depth course of study examining the theories of innovation and entrepreneurship, as well as receive 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 to 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.

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 benefit them in any pursuit at Duke and beyond.

The goal is for students to select their courses and experiences with intentionality so that their time in the I&E Certificate will align with the rest of their 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 help with this, the I&E Certificate outlines five potential pathways based on areas of interest.



Why seek an I&E Certificate at Duke? The reasons vary as widely as the majors pursued by candidates, as curricula are tailored specifically to enhance each student's proficiency within their chosen career. Hear from five who have successfully used their I&E Certificates to turn ideas into action.



**Mackenzie
Drazan '18**

MAJOR
Political Science

ELECTIVES
I&E 281 Basics of Technology
Commercialization

I&E 250 Building Global Audiences

EXPERIENCES
Development of her own ventures,
MiResource & TEAM

WHERE IS SHE NOW?
Continuing to grow MiResource as
CEO

"It's a really neat experience because not only do you get the mentorship and the help to take whatever your project is to the next level, but you also meet so many amazing people that are like-minded and interested and in a similar space through these classes within the certificate."

MAJOR
Mechanical Engineering

ELECTIVES
EGR 121 Engineering Innovation
I&E 510 Social Innovation Practicum

EXPERIENCES
Rubenstein-Bing Student-Athlete Civic
Engagement Program
Internship at Clark Construction

WHERE IS HE NOW?
Continuing to develop his 3D printed, custom-fitted protective athletic devices

"Pairing the engineering curriculum with the I&E Certificate has given me a unique business ideology with a quantitative engineering focus. Together, they have created a great foundation for me to be innovative in problem-solving, and provided the tools to be successful in a broad range of careers."



**Kevin
Gehsmann '19**



Ray Liu '19

MAJOR
Economics

ELECTIVES
I&E 290 Founder's Workshop

I&E 396 New Ventures 3

EXPERIENCES
Melissa & Doug Entrepreneurs

Development of his own venture, PeerKconnect

WHERE IS HE NOW?
Continuing to grow PeerKconnect as CEO

"I recognized the I&E Certificate as something where it would allow me to take classes, meet professors, get mentorship, and just meet a lot of other students with the entrepreneurial and innovative mindset, and it really allowed me to help me pursue my startup and school at the same time."

MAJOR
Civil Engineering

ELECTIVES
I&E 261 Social Innovation

MMS 390A International Business

EXPERIENCES
Internship at Bain & Co.

Melissa & Doug Entrepreneurs

WHERE IS SHE NOW?
Associate Consultant at Bain & Co. and continuing to produce her EcoRain poncho

"One really cool project that I got to work on was creating my own eco-friendly rain poncho, which has allowed me to combine my engineering skills and my economic knowledge to create a real-world solution to plastic pollution."



Monika Dharia '19



Quinci King '20

MAJOR
Public Policy Studies

ELECTIVES
I&E 290 Founder's Workshop

I&E 290 Introduction To Performing Arts Management

EXPERIENCES
Co-founder of social venture, Audacity Labs

Melissa & Doug Entrepreneurs

WHERE IS HE NOW?
Graduating spring 2020, continuing to grow Audacity Labs

"Since my first day in an I&E course, Founder's Workshop, instructed by Steven McClelland, I have consistently been exposed to leading minds in social policy, technology, and entrepreneurship, and know that my participation in the certificate program will only build on these incredible experiences and increase my chance of success of going head-to-head with the very issues which I am currently studying."

5 PATHWAY OPTIONS

- 1 **MEDIA, ARTS & ENTERTAINMENT:**
Equips students interested in the arts and creative industries with the entrepreneurial method and process.
- 2 **SOCIAL INNOVATION & POLICY:**
Promotes the development of new and better ways to address social and environmental problems.
- 3 **TECHNOLOGY & DESIGN:** Focuses on the intersection of innovation and entrepreneurship with science, technology and engineering.
- 4 **CULTURE, COMMUNITY & COMMERCE:**
Highlights the interdisciplinary nature of innovation and entrepreneurship and emphasizes the humanities and social sciences.
- 5 **SELF-DESIGNED:** Allows students to design their own interdisciplinary pathways and select electives from across themes to meet their unique academic and intellectual goals.

4 COURSES

- 1 **GATEWAY ELECTIVE:** Students select their own course within their chosen pathway to learn the foundations of innovation, ideation and design.
- 2 **KEYSTONE:** Required for all students, this course teaches the fundamentals of business and how to develop a strategy to launch a venture.
- 3 **ELECTIVE:** Students select their own course within their chosen pathway to further explore innovation and entrepreneurship.
- 4 **CAPSTONE:** This course, which is required for all students, focuses on turning ideas into action through an original project.

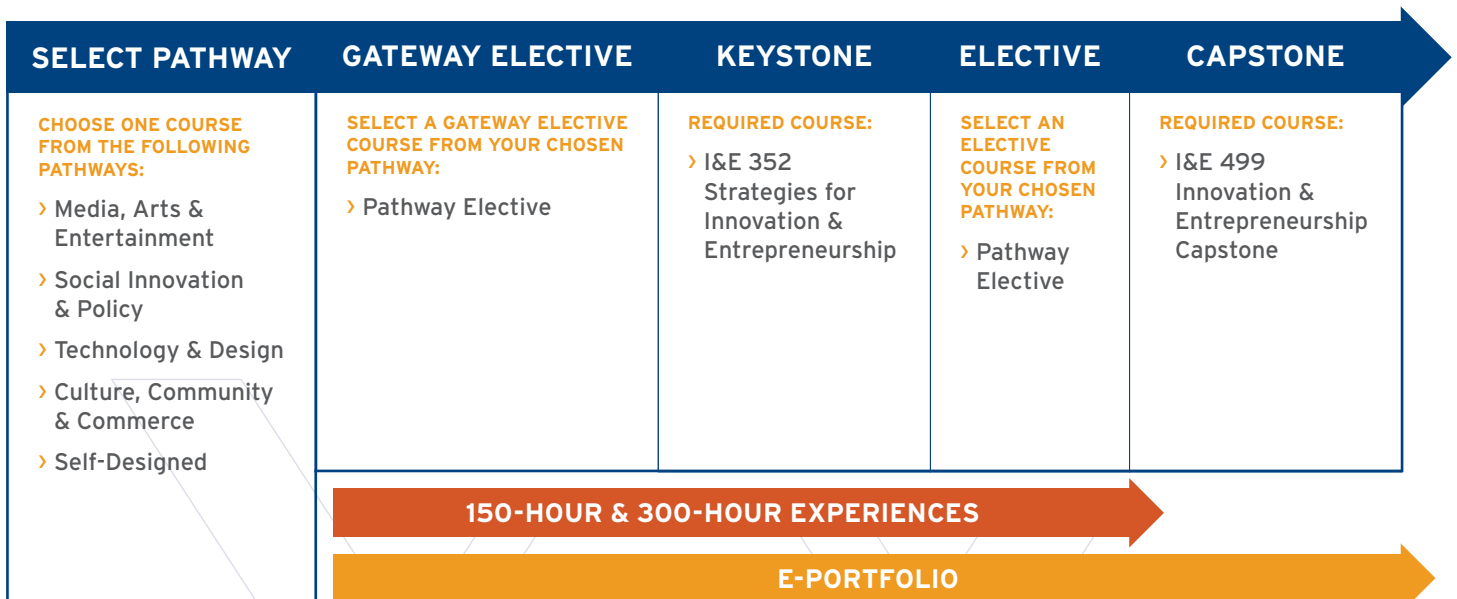
2 EXPERIENCES

One immersive co-curricular experience of at least **150 HOURS** and a second of at least **300 HOURS**.

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

1 E-PORTFOLIO

Students complete an electronic portfolio encompassing all aspects of the program, wherein they curate artifacts from their coursework and experiences and compose reflections to further guide their thinking and reinforce the learning taking place.



The Application Process

APPLY ONLINE

› <https://www.dukeonline.duke.edu/cert2/>

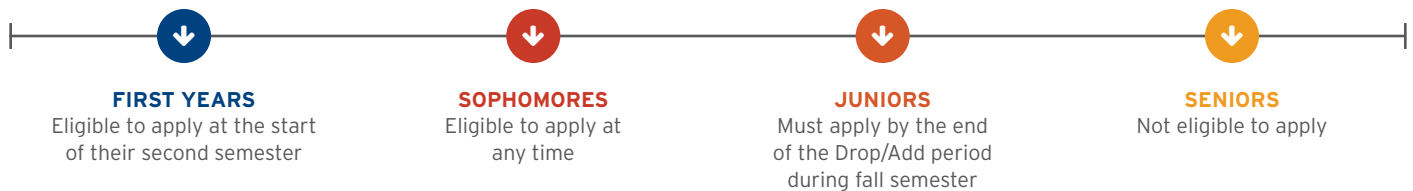
APPLICATION COMPONENTS

- › Identification of chosen pathway and experiences
- › Essays outlining the objectives for completing the I&E Certificate and the problem/pathway of focus to be explored
- › List and description of any relevant co-curricular, extracurricular and/or employment experiences

ELIGIBILITY

Students can apply to the I&E Certificate during the second semester of their first year, throughout their sophomore year or the first semester of their junior year. Although students are encouraged to apply as early as possible, they must do so by no later than the Drop/Add end date the fall of their junior year.

2019-2020 DEADLINES



More Information

LEARN MORE AT

➔ entrepreneurship.duke.edu/certificate

QUESTIONS?

➔ Certificate-Entrepreneurship@duke.edu