In the chat please share:

Best part of spring?
Quiz 1– Why Duke I&E?
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
Duke Model for Entrepreneurial Action

Changing the world through entrepreneurial action

Cultivate a Mindset

Goals | Learning Objectives | Courses and Experiences
Your Certificate Team

Kevin Hoch  
Managing Director, Education

Lee Baker, PhD  
Director of Undergraduate Studies

Katherine Black  
Program Manager, Experiential Learning & Social Innovation

Amy Linnane  
Managing Director, Experiential Programs

Anna Jacobs  
Program Manager, Education
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
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?*
<table>
<thead>
<tr>
<th>Activity</th>
<th>Find a person who...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is passionate about social entrepreneurship. Why?</td>
<td>Is fluent in 2 or more languages. Which?</td>
</tr>
<tr>
<td>Is passionate about gaming or coding. Why?</td>
<td>Hopes to start her own business one day. What?</td>
</tr>
</tbody>
</table>
Quiz 3– More about us?
Overview
# Program Requirements

<table>
<thead>
<tr>
<th>SELECT PATHWAY</th>
<th>GATEWAY ELECTIVE</th>
<th>KEYSTONE</th>
<th>ELECTIVE</th>
<th>CAPSTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHOOSE ONE COURSE FROM THE FOLLOWING PATHWAYS:</td>
<td>SELECT A GATEWAY ELECTIVE COURSE FROM YOUR CHosen PATHWAY:</td>
<td>REQUIRED COURSE:</td>
<td>SELECT AN ELECTIVE COURSE FROM YOUR CHosen PATHWAY:</td>
<td>REQUIRED COURSE:</td>
</tr>
<tr>
<td>› Media, Arts &amp; Entertainment</td>
<td>› Pathway Elective</td>
<td>› Strategies for Innovation &amp; Entrepreneurship (I&amp;E 352)</td>
<td>› Pathway Elective</td>
<td>› Innovation &amp; Entrepreneurship Capstone (I&amp;E 499)</td>
</tr>
<tr>
<td>› Social Innovation &amp; Policy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>› Technology &amp; Design</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>› Culture, Community &amp; Commerce</td>
<td></td>
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<tr>
<td>› Self-Designed</td>
<td></td>
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</tbody>
</table>

**150-HOUR & 300-HOUR EXPERIENCES**

**E-PORTFOLIO**
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/

What is the portfolio requirement?
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
Communication

• **Listservs & Newsletter**
  – certificate-students-entrepreneurship
  – entrepreneurship.duke.edu/newsletterssignup/

• **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?

- DukeEngage
- GM
- PROTECT3D
- Apple
- Center for Advanced Hindsight
- Republic Records
- Duke University Bass Connections
- Melissa & Doug Entrepreneurs

Duke Innovation & Entrepreneurship
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?