



Entrepreneurship & Innovation Experience Template Build Your Brand

Welcome to Step #3 of your E&I Experience! With your Experience picked (Step #1), registered (Step #2), and this template downloaded, you can move to step #4, obtain instructor approval. Once that is completed (see the Experience Webpage for all the details), you can use this form to copy and paste directly into the online Student-Instructor Form in Step #5. This template mimics the questions you will be asked in the Student-Instructor form.

Description of Proposed Option Coursework

I will pick up a physical copy of the Branding Booklet from the Burgess Institute Offices at 325 E. Grand River, Suite 355. I will spend time going through the booklet and completing the exercises on the topics of:

- Discovering Your Strengths
- Uncovering Your Weaknesses
- Establishing Your Values
- Pursuing Your Passions
- Defining Your Purpose
- Telling Your Story

Rationale

Through a series of in-depth exercises, I will build my brand.. I will be utilizing business acumen learned in my courses and I will be practicing skills of the Entrepreneurial Mindset to accomplish my goals in this E&I Experience.

Work to be Completed

I will pick up a physical copy of the Branding Booklet from the Burgess Institute Offices at 325 E. Grand River, Suite 355. I will complete all units and exercises in the book and submit it to my Professor. Once I have approval from my Professor, I will return the completed book to the Burgess Offices.

Evaluation Criteria

My professor will be able to successfully sign off on my E&I Experience when I can show them a completed workbook and explain (verbally or via email) what I learned through the units and exercises. All completed workbooks must be turned in to the Burgess Offices after a Professor has approved the work.

Date of Project Completion

To be determined by Faculty. No later than the last week of classes.