Undergraduate Entrepreneurship
Michigan State University

eship.msu.edu
Provost Task Force, Summer 2014

• 45 attendees from nine colleges and other campus units
• Output: White paper prescribing a way to
  • Create a culture of entrepreneurship at MSU
  • Create a multidisciplinary entrepreneurship ecosystem where success and inquiry become contagious…
• Consistent with President Simon’s focus on T-shaped students
Why Entrepreneurship?

• According to study commissioned by Intuit, by 2020 contingent workers will exceed 40% of the workforce
• A traditional career path is an anachronism
• All employment growth occurs in new businesses
• Entrepreneurship teaches valuable professional skills even for employees in large organizations
• Innovation occurs at the intersection of disciplines
Entrepreneurship

• Teamwork
• Project management
• Sales
• Persuasion
• Judgement
• Courage
• Ambiguity
Entrepreneurial Mindset

Entrepreneurial mindset refers to a specific state of mind which orientates human conduct towards entrepreneurial activities and outcomes. Individuals with entrepreneurial mindsets are often drawn to opportunities, innovation and new value creation\(^1\).

The entrepreneurial mindset is the set of attitudes, skills and behaviors that students need to succeed academically, personally and professionally. These include: initiative and self-direction, risk-taking, flexibility and adaptability, creativity and innovation, critical thinking and problem solving\(^2\).

- \(^1\) Financial Times
- \(^2\) Network for Teaching Entrepreneurship, [www.nfte.com](http://www.nfte.com)
The One Thing You Need To Know

• We focus on teaching the entrepreneurial mindset.
• Startups are the by-products
• The curriculum provides valuable professional and life skill development regardless of professional ambition.
• These slides are on the Portal at http://eship.msu.edu
Mission

An integrative culture of entrepreneurial thinking and pursuits that are university-wide and student-centered and which engage a broad spectrum of faculty and staff.
Vision

The quality and reputation of the Spartan entrepreneurial ecosystem attracts students to MSU. Here, success and inquiry are contagious and ideas, products and ventures are realized.
The Portal   http://eship.msu.edu

The Portal is the destination for everything entrepreneurship and innovation at MSU.
The Hive    http://hive.msu.edu

• 3,800 square foot dynamic “idea laboratory” located in Wilson Hall.
• State of the art technology
• Open layout to encourage team building and idea development
The Hatch  http://msuhatch.com

• 2,500 square foot creative and open space located at 325 E. Grand River, Suite 345
• Resources and services provided by Spartan Innovations.
• Connect. Collaborate. Create.
The 300 Room

- ~1,500 square foot presentation/classroom located at 325 E. Grand River, Suite 300
- Location of Innovate State, summer bootcamp, etc.
Two New Programs

• Minor in Entrepreneurship and Innovation
  • Campus wide minor open to all undergraduates regardless of college or major

• Entrepreneurship and Innovation Experiences Option Program
  • Additional coursework to add transcript distinction
  • Modeled after Honors College options
Minor in Entrepreneurship and Innovation

• Open to any student in any college
• 15 credit-hours
  • Two core courses @ 3 hours each
    • BUS 190: Intro to Entrepreneurship
    • CAS/CAL 114: Creativity and Entrepreneurship
  • Three electives @ 3 hours each
    • See list at https://entrepreneurship.msu.edu/minor-in-entrepreneurship-and-innovation/
List of Electives

- ACC 333 Taxation and Accounting for the Entrepreneur
- AL 271 Introduction to Arts and Cultural Management
- AL 465 Leadership and Innovation in Arts and Cultural Management
- BUS 170 Business Model Development
- EGR 100 Introduction to Engineering Design
- FI 444 Entrepreneurial Finance
- GBL 467 Emerging Enterprise Law
- HRT 404 Horticulture Management
- HRT 407 Horticulture Marketing
- MGT 352 Entrepreneurship: The New Venture Process
- MGT 454 Technology Entrepreneurship
- MI 301 Bringing Media to Market
- MI 452 Media Strategy
- MI 462 Social Computing
- MI 472 Electronic Commerce
- MKT 230 The Entrepreneurial Mindset
- MKT 231 Venture Launch
- MKT 380 Entrepreneurship: Planning, Modeling and Adaptive Execution
- MKT 410 Product Innovation and Management
- MKT 420 New Product Design and Development
- MKT 355 Entrepreneurial Marketing
- MKT 480 Entrepreneurship: Capstone Experience
- MKT 485 Entrepreneurship Practicum
- MUS 101 Freshman Seminar: Practical Foundations for Success in Music
- MUS 496 Your Music Business
- STA 303 Design Thinking

This list will expand…
BUS 190: Introduction to Entrepreneurship

This course takes the view that "entrepreneurship is an activity that involves the discovery, evaluation, and exploitation of opportunities to either solve some problem, or bring about some desired change."

• The course is loosely divided over two key subject areas:
  • Entrepreneurial Mindset & Ideation Process
    – Those who succeed in entrepreneurial endeavors often attribute much of their success to a way of thinking and behaving. Certain aspects and attributes of this mindset can be learned and are at the core of this course. With ideation processes we will explore the fundamentals on why some ideas succeed and others fail as well as techniques for developing ideas that last.
  • Business Development & Management
    – Great companies are built upon solid foundations and structures. With this in mind we provide students with a basic overview of fundamental business topics such as business model development, market identification and validation, sales, legal structure, team composition and franchising.
BUS 190 (cont.)

• Outcomes
  • to recognize the characteristics and behaviors of individuals who are entrepreneurially minded, and gain some insights as to how to acquire those characteristics and behaviors;
  • how to explore their own entrepreneurial interests and aptitudes;
  • to see entrepreneurship as a viable lifestyle and career choice;
  • basic venture creation principles and methods;
  • about area entrepreneurial networks, and entrepreneurial service providers;
  • the concepts and skills required to start, manage, and grow a new venture.

• This course will not teach everything needed to start a business, but it will lay a solid foundation for getting started, and understanding what it takes to be an entrepreneur. The course is appropriate whether one aspires to own a business, start a nonprofit organization, lead a civic cause or simply live life more fully.
CAS/CAL 114: Creativity and Entrepreneurship

This course takes you into the world of innovative entrepreneurship. By examining successful innovative thinkers and creators, combined with activities focused on inquiry, observation, experimentation and networking for situational solution solving, you will learn how to identify your individual process for creative thinking. Then, having identified your individual process, you will learn how to step into any collaborative situation and learn to engage as a positive contributor while maintaining your individuality.
CAS 114: Objective Goals

1. Self awareness for best creative output
2. How to identify collaborators
3. Sharpening body language observation
4. Associational thinking—drawing on diverse ideas and knowledge
5. Experimentation of ideas
6. Networking and relationship building
7. Identifying needs and solutions
8. Learning to say no to opportunities
9. Sharing ideas and letting them go
10. Learning to listen with eyes, ears and intuition
Entrepreneurship and Innovation Experiences
Option Program

- Independent and original work that builds on coursework
- Add entrepreneurial content to courses already in the student’s program
- Done by agreement between student and faculty member
- Modeled after Honors College option program
- Will appear on student’s transcript next to course name
E&I Experiences Option Program cont.

• Target audience: All undergraduates
• Prerequisites: None
• Excluded: Independent study projects
• Admission requirements: None
• Students who wish to form a company to continue the work get automatic acceptance into The Hatch (MSU incubator)
• Scholarships of $250 to complete the Option
E&I Experiences Option Program cont.

- The E&I Minor will be modified to **also require** the completion of two E&I Options
- Faculty training and guidebooks will be provided
- Details may change!! *Caveat emptor*
- Anticipated launch: Fall 2016
- Keep your eye on the portal for further details
FALL SEMESTER 2014 08/27/14 - 12/12/14
ACC 301 INTERMEDIATE FINANCIAL ACCT II 3 3.0
ACC 321 ACCOUNTING INFORMATION SYSTEMS 3 3.5
BUS 170 STARTUP: BUSINESS MODEL DEVELO 1 4.0
MKT 300 MANAGERIAL MARKETING 3 3.5
STT 315 INTRO PROB & STAT FOR BUSINESS 3 3.0
CUM CREDITS : 99.0 CUM GPA : 3.2727

SPRING SEMESTER 2015 01/12/15 - 03/06/15
ACC 308 GOVT & NOT-FOR-PROFIT ACCT 1 3.5

SPRING SEMESTER 2015 01/12/15 - 05/08/15
ACC 331 FEDERAL INCOME TAX ACCOUNTING 3 3.5
EC 340 SURVEY OF INTERNTL ECONOMICS 3 2.5
FI 311 FINANCIAL MANAGEMENT 3 4.0
ITM 309 BUSINESS INFORMATION SYSTEMS 3 4.0
CUM CREDITS : 112.0 CUM GPA : 3.3245
DEAN'S LIST

ENTREPRENEURSHIP OPTION
- MGT 352 ENTREPRENEURSHIP SPRING 2014
- BUS 170 STARTUP: BUSINESS MODEL DEVELOP FALL 2014

BACHELOR OF ARTS GRANTED: 05/08/15
MAJOR: ACCOUNTING
COLLEGE: ELI BROAD COLLEGE OF BUSINESS

MINOR UNDERGRADUATE ENTREPRENEURSHIP INNOVATION GRANTED: 05/08/15
-----------------NO ENTRIES BELOW THIS LINE-----------------

PROVIDED SOLELY FOR:  
(1)
EAST LANSING MI 48824
MICHIGAN STATE UNIVERSITY
APPLICATION FOR ENTREPRENEURSHIP AND INNOVATION
[EXPERIENCES] OPTION

PLEASE READ THE GUIDELINES BEFORE COMPLETING THIS FORM.
ALL ITEMS MUST BE COMPLETED BEFORE APPROVAL SIGNATURES ARE OBTAINED.

STUDENT: ___________________________ DATE: ______________
First Name:
PID: ___________ LEVEL: ______ CLASS: _______ MAJOR: _______ CUMULATIVE GPA: _______

ASSOCIATED COURSES SUBJECT CODE AND NUMBER: __________
SECTION NUMBER: __________ CREDITS: __________

SEMESTER: __________ 20____

1. DESCRIPTION OF PROPOSED OPTION COURSEWORK (Subject matter, purpose, methods)

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

2. RATIONALE (Explain how project satisfies one of the entrepreneurial criteria)

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

3. WORK TO BE COMPLETED (Describe specifically the work product)

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________

4. EVALUATION CRITERIA (Describe specifically what will meet expectations)

_________________________________________________________________________________________________________________________________________________

_________________________________________________________________________________________________________________________________________________
# Administrative Action Form System

**Jane Spartan, Broad College of Business**

**Thursday, 8/6/2015**

*View your Administrative Action Form System Access*

### Form Initiation:
- Add A Course (retroactive - beginning first day of final exams or subsequent term)
- Credit Hour Change
- Drop A Course (retroactive - beginning first day of final exams or subsequent term)
- Drop for Non-Attendance (during the term, until the middle of the term of instruction)
- Enrollment Correction (current term, before finals week)
- Extension of Conditional Grade
- Grade Change
- Grading Option Change (college only)
- H-Option Report
- H-Option Report - Multiple Student
- Interdepartmental Course
- Late Drop with Grade (college only)
- Late Drop without Grade (college only)
- Late Submission of Grades
- Move Courses to New Level

### Pending Forms:
- Review and Approve/Deny

### Form Search:
- Current Status and Archive List
- Search Forms

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**Instructor Menu**

**Online Forms Menu**
Administrative Action Form

Please complete the following form. When finished, press the button at the bottom of the page to continue.

H-Option Report

Semester

US15

Subject

Course

201

Section

001

You are submitting this form as the:

Instructor

For more information on H-Option guidelines, read about the The Honors Option at Michigan State University. To ensure that this course meets departmental policy for H-Options, visit the Honors Option Authorization system.

Administrative Action Form

Please review and complete the following form. When finished, press the button at the bottom of the page.

H-Option Report

Semester

US15

PID

Name

Level

Class

Student’s College

1264-Human Resource Management

UN

2

53-Undergraduate University Division

1264-Human Resource Management

839-Undergraduate University Division

08-Broad College of Business

009-Accounting and Information Systems

ACC

201

101

You are initiating the Instructor

Credits

3

Grade

3.5

Description of project(s) completed by the student to earn the Honors designation. Project description must include the instructor’s name. If the instructor is not faculty or academic staff, identify the supervising faculty member.

Check this box if the H-Option reported here involved outreach/service learning:

For more information on H-Option guidelines, read about the The Honors Option at Michigan State University. To ensure that this course meets departmental policy for H-Options, visit the Honors Option Authorization system.

By submitting this form as the Instructor, you are indicating your approval of this Administrative Action.
Thank you - your form (Form ID #1233) has been submitted to the system.
The form will be routed. If it receives all needed approvals, it will be sent to the Honors College.

Check the current status of the form.
E-Advisors

- Eyes, ears and mouth, in each department, for E&I programs
- Important role, but modest time commitment
- Faculty or professional advisor
- They are the “go to” person for faculty and students in their unit
- Two-way communication with Dir. of Undergraduate Entrepreneurship
- Quarterly meetings
Student Entrepreneurship Ambassadors

• Two-way communication
• Social media
• Assistance promoting events/programs
• Feedback
Action Items

• Identify E-Advisor(s) for your unit
• Invite us into your meetings
  • Students
  • Faculty
  • Departments
• Help spread the word about the E&I Minor
• Provide feedback on:
  • Curriculum
  • Documentation
  • Training
The Team

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The Team, cont.

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Links

• Portal:  http://eship.msu.edu
• Advisors Page:  https://entrepreneurship.msu.edu/advisors/
Social

http://facebook.com/MSUEship

@MSUEship

@MSU_Eship