

# ENTREPRENEURSHIP & INNOVATION (ENTREP)

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## **ENTREP 310-0 Personal Branding (1 Unit)**

This course meets a core requirement for the undergraduate minor in entrepreneurship. It is designed for freelancers, artists, and individual entrepreneurs who are looking to grow their careers. Students will learn how to use marketing and brand-building tactics in the service of their own goals and will be challenged to identify and pursue new professional opportunities. As part of their work in this course, students will create assets related to their developing brand, which may include social media content and a personal website.

## **ENTREP 325-0 Engineering Entrepreneurship (1 Unit)**

The goal of the course is to introduce students to innovation-driven entrepreneurship, a process by which emergent technology serves as the catalyst for new venture formation. In partnership with Northwestern's Innovation and New Ventures Office, this course challenges student teams to develop strategies for commercializing cutting-edge technologies. Each year, the course focuses on a significant innovation space. Taught with IEMS 325-0; may not receive credit for both courses. Prerequisite: ENTREP 330-1.

## **ENTREP 330-1 Startup Accounting and Finance (1 Unit)**

This course meets a core requirement for the Farley undergraduate minor in entrepreneurship. This course teaches students foundational accounting principles and how to manage the finances of small and early-stage businesses. Students will work in teams on projects driven by case studies and will immediately be able to apply their learnings to their own startup projects.

## **ENTREP 331-0 Entrepreneurial Sales and Marketing (1 Unit)**

This course meets a core requirement for the undergraduate minor in entrepreneurship. The goal of the course is to teach students about the tools and strategies that startups use to generate revenue. It covers a broad range of topics related to sales and marketing including branding, positioning, lead generation, direct selling, social media, content marketing, influencer marketing, SEO, paid search, email marketing and other current trends. The class is a mixture of lecture, breakout groups and guest speakers.

## **ENTREP 340-0 Innovate for Impact (1 Unit)**

This experiential course is focused on venture creation in the social impact space. Collaborating closely with external partners, students will employ lean startup principles, harnessing insights from subject matter experts in entrepreneurship, science, technology, and engineering to innovate new products, services, or technologies that help solve some of our biggest challenges.

## **ENTREP 425-0 Consulting for Wearable Technology (1 Unit)**

This experiential course presents students with the opportunity to build consulting experience, and challenges them to create commercialization strategies for emergent technologies being developed in the Querrey Simpson Institute for Bioelectronics led by Professor John Rogers. Students work in small consulting teams as they interface with real client companies in the biosensor/wearable technology space. Over the course of the quarter, students will learn to manage technical and market risks, deal with the complexities of intellectual property, and navigate the diverse worlds of science and business.

## **ENTREP 470-0 NUvention: Medical Innovation (1 Unit)**

NUvention: Medical is an experiential course designed to expose students to the holistic process of developing and commercializing new medical technologies through the lens of a startup. A partnership

between four Northwestern schools, this class brings together students in interdisciplinary teams to simulate the ways in which medical innovations evolve from clinical needs and become viable ventures. Over the course of six months, students engage with challenges tied to product development, intellectual property, industry regulations, and business modeling as they learn what it means to be entrepreneurial in the medical technology space. Taught with BMD\_ENG 495-0; may not receive credit for both courses.

## **ENTREP 470-1 NUvention: Medical Innovation (1-2 Units)**

NUvention: Medical is an experiential course designed to expose students to the holistic process of developing and commercializing new medical technologies through the lens of a startup. A partnership between four Northwestern schools, this class brings together students in interdisciplinary teams to simulate the ways in which medical innovations evolve from clinical needs and become viable ventures. Over the course of six months, students engage with challenges tied to product development, intellectual property, industry regulations, and business modeling as they learn what it means to be entrepreneurial in the medical technology space. Taught with BMD\_ENG 495-0; may not receive credit for both courses.

## **ENTREP 473-1 NUvention: Media (1 Unit)**

NUvention: Media brings together students from across Northwestern schools to explore how artificial intelligence and computational technologies more broadly will shape the future of media, and who want to learn a process for creating new, AI-powered ventures in the media industry. Over the quarter, student teams use human-centered design methods to identify an opportunity gap, design interaction and presentation models, build functioning prototypes that fill those needs, and develop a compelling pitch and business plan to launch and sustain their product/service. Along the way, students will learn a process of innovation and venture development. Students will interact with industry veterans and domain experts who inspire and guide the student team as they pursue their projects. Taught with JOUR 390-0 and JOUR 435-0.

## **ENTREP 475-0 NUvention: AI (1 Unit)**

NUvention: AI is an experiential course that brings together students from across Northwestern schools to build technology-based ventures that focus on the intersection of artificial intelligence (AI), analytics, Internet of Things (IoT), and entrepreneurship. The course is designed to expose students to all aspects of venture creation in the AI space by combining business strategy, technology development, and mentorship. Through a series of tech talks, students are also introduced to a wide range of subjects and industry experts who present on topics related to AI and analytics, including computer vision, natural language processing, machine learning, smart IoT devices, cloud infrastructure, real-time data processing, cybersecurity, and AI ethics.

## **ENTREP 476-0 NUvention: Arts and Entertainment (1 Unit)**

NUvention: Arts and Entertainment is an experiential course that brings together students from across Northwestern schools to work in interdisciplinary teams on the creation of new ventures in the arts and entertainment space. No specific genre, form, or medium will be emphasized; students are encouraged to explore ideas in a wide range of areas, including music, theater, television and the visual arts. They will learn a process of innovation and venture development that can be applied in multiple contexts. Students will be challenged to think about the role of technology in shaping the future of the arts and entertainment industries, and will interact with industry veterans who may provide feedback on their projects. Taught with MSLCE 545-0; may not receive credit for both courses.

## **ENTREP 490-0 Product Management (1 Unit)**

This experiential course aims to enable students' entrepreneurial success while challenging them to build the best product they can possibly build by using key insights from entrepreneurs and product managers at successful companies. The course focuses on customer problems, customer research, simple MVP tests, market requirements, product requirements, and product vision decks. By the end of the quarter, students will be well-versed in the fundamentals of product management. Taught with MEM 490-0; may not receive credit for both courses.

**ENTREP 495-0 Special Topics (1 Unit)**

Topics selected from work of current interest in entrepreneurship and innovation. May be repeated for credit.

**ENTREP 499-0 Projects (Research) (1-3 Units)**

Special projects under faculty direction. Permission of instructor and department required. May be repeated for credit.