FARLEY CENTER FOR ENTREPRENEURSHIP

The Farley Center for Entrepreneurship and Innovation evolves engineering beyond the application of the sciences to the creation of businesses that capitalize on innovations. We bring together faculty from an array of disciplines to develop a unique interdisciplinary curriculum in which students experience the entire entrepreneurial life cycle—from ideation to prototyping and business plan development.

Program of Study

- Entrepreneurship Minor (https://catalogs.northwestern.edu/undergraduate/engineering-applied-science/farley-center-entrepreneurship/entrepreneurship-minor/)

ENTREP 225-0 Principles of Entrepreneurship (1 Unit) This survey-style class is designed for students with limited or no prior exposure to entrepreneurship. The class serves as the foundational course for the undergraduate minor in entrepreneurship, but is also a good choice for students who simply wish to familiarize themselves with the world of entrepreneurship. Students will be introduced to the requisite skill sets for advanced entrepreneurship coursework. They will also learn how to understand and analyze a broad range of entrepreneurial activity, and will have the opportunity to locate their own goals and values within the field of entrepreneurship. Taught with IEMS 225-0; may not receive credit for both courses.

ENTREP 310-0 Personal Branding (1 Unit) Growing and Monetizing your Fanbase is designed to expose artists to entrepreneurial thinking in building their careers. Are you a singer, actor, musician, comedian, writer, graphic artist, fashionista, or dancer that wants to promote your career? Students will be exposed to highly relevant methodologies that startup entrepreneurs use to create and grow their companies, but in this case, the corporation being grown and promoted is their talent and fans, via their own personal brand.

ENTREP 311-0 Storytelling for Business (1 Unit) Humans have been communicating through stories for 20,000 years. They have the power to persuade, engage, and inspire action. But too often, in business, we don’t think about harnessing the power of stories. Storytelling for Business will teach students how to use narrative techniques and structures to create compelling stories to help them nail an interview, motivate a team, secure funding, build a brand, and inspire customers.

ENTREP 325-0 Engineering Entrepreneurship (1 Unit) Overview of the entrepreneurial process from an engineering perspective. Idea generation, planning, financing, marketing, protecting, staffing, leading, growing, and harvesting. Business models for startups. Lectures, guest speakers, and case studies. Taught with IEMS 325-0; may not receive credit for both courses.

ENTREP 330-1 Startup Accounting and Finance (1 Unit) This class teaches students how to manage the finances of small and early-stage businesses using accounting software. Students also learn foundational accounting principles, and will work in teams on projects driven by case studies.

ENTREP 331-0 Entrepreneurial Sales and Marketing (1 Unit) Principles and practices for scaling entrepreneurial ventures. Application of coherent methodology to a student-run venture. Self-organizing teams develop a customer/client focus, provide for continuous improvement in successive iterations, and operate with transparency.

ENTREP 332-0 Financing Entrepreneurial Ventures (1 Unit) Topics selected from work of current interest in entrepreneurship and innovation. May be repeated for credit. Prerequisites: ENTREP 225-0 and ENTREP 325-0 recommended.

ENTREP 340-0 Innovate for Impact (1 Unit) This is an experiential, team-based course in which students create social-impact focused entrepreneurial ventures using both lean startup methodology and human-centered design.

ENTREP 360-0 Leadership, Ethics, and You (1 Unit) This class is designed for students who want to explore how ethics and integrity are tied to leadership, and how developing leadership skills can contribute to students’ future successes in both entrepreneurial endeavors and more traditional careers.

ENTREP 361-0 Entrepreneurship Demystified (1 Unit) This is a discussion and project-based course in which students explore topics in ethics and leadership with the context of working for a startup or building one’s own company.

ENTREP 395-0 Special Topics (1 Unit) Topics selected from work of current interest in entrepreneurship and innovation. May be repeated for credit.

ENTREP 399-0 Independent Study with Farley Center for Entrepreneurship and Innovation (1-3 Units) Special projects under faculty direction. May be repeated for credit. Prerequisite: consent of instructor and department.