FARLEY CENTER FOR ENTREPRENEURSHIP

farley.northwestern.edu

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 course serves as the foundational course for the undergraduate minor in entrepreneurship. It is also a good choice for students who simply wish to familiarize themselves with the world of entrepreneurship. Students will learn to think like entrepreneurs, and will be introduced to key topics relevant to entrepreneurship, including customer discovery, finance, and marketing. 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) 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) This experiential course is a capstone option for the undergraduate minor in entrepreneurship. It is also a valuable course for graduate students in engineering fields. 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 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) 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,