



DREXEL UNIVERSITY

Charles D. Close

School of Entrepreneurship

# CATALOG

2021-2022

**UNDERGRADUATE**



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# The Charles D. Close School of Entrepreneurship

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In today's extremely competitive global workforce, there is an increased value and demand for initiative, independence, and innovation. The Charles D. Close School of Entrepreneurship has pioneered an approach to entrepreneurship education that addresses this need by teaching students to be entrepreneurial thinkers and doers.

The Close School defines entrepreneurship as a habit of mind and an attitude; a skill set applicable to pursuing innovation in both personal and career contexts. Students graduate with an entrepreneurial mindset together with the business skills that prepare them for the ever-evolving 21<sup>st</sup>-century workforce, which will include career paths in new-venture creation, self-employment, corporate innovation, and the development of impactful social enterprises.

## Majors

- Entrepreneurship and Innovation (BA) (p. 4)
- Entrepreneurship and Innovation Three-Year Option (BA) (p. 9)

## Minors

- Corporate Entrepreneurship (p. 14)
- Entrepreneurship and Innovation (p. 14)
- Social Entrepreneurship (p. 15)

## Certificate

- Entrepreneurship (p. 16)

## Background

The Charles D. Close School of Entrepreneurship is the first accredited, degree-granting school of entrepreneurship, independent of a business school, in the nation. The Close School is founded on the principle that every student should have the opportunity to dream big and pursue their passions. We encourage, educate, and enable innovation and entrepreneurship.

Why is learning about entrepreneurship important to your career? There are several significant reasons. First, entrepreneurial skills will protect you in a weak job market by giving you the tools to create your own jobs. Second, learning about entrepreneurship broadens your perspective about ways to pursue your career entrepreneurially, rather than on traditional pathways in particular fields. Third, today, more than ever, companies seek employees with some type of entrepreneurial experience. Leading companies of all sizes understand that they must **innovate** to survive and prosper. Students who have developed an entrepreneurial mindset have strong communication skills, recognize how to take initiative, and know how to execute. By hiring entrepreneurial individuals, these companies are bringing innovative perspectives into the workplace.

Entrepreneurship is much more than the process of starting a company. Entrepreneurship is a habit of mind and an attitude; a skill set applicable to pursuing innovation in business, personal, and career contexts and an approach to life built around innovative thinking, calculated daring, and

proactive behavior. Our goal is to infuse **entrepreneurial thinking and doing** in our courses and related programs.

Our courses and programs are designed to be experiential and interdisciplinary. They are available to all students throughout the University, regardless of major. We offer a fully funded Entrepreneurship Co-op and courses that provide small amounts of seed funding for new student businesses. Through our Baiada Institute for Entrepreneurship, an array of programs and business competitions enhance your entrepreneurial experience.

At the Close School of Entrepreneurship, we believe that **all** students have the potential to be innovative; to take their ideas, in whatever context, and make them a reality. To elicit the entrepreneur in you, we offer students who are interested in learning about the process of innovation and entrepreneurship various curricular and co-curricular paths to becoming an "entrepreneur."

## Goals and Objectives

- Present entrepreneurship as a way to think, learn, and succeed in terms of values, behaviors, and process.
- Provide a cutting-edge approach to entrepreneurship education.
- Complement and enhance undergraduate and graduate education outcomes for students by developing entrepreneurial thinking within the curriculum.
- Encourage and create a supportive academic and physical environment to allow the pursuit of student passions and big ideas.
- Provide students, upon graduation with three competencies:
  1. The entrepreneurial mindset.
  2. An entrepreneurship toolkit.
  3. Expertise in a specific content area of their choosing.

## School Offerings

The Charles D. Close School of Entrepreneurship offers students various paths to becoming an "entrepreneur." The School is based on the premise that all students have the potential to be innovative: to take their ideas, in whatever context, and make their ideas a reality. The curricular and co-curricular programs are formulated to accommodate students' potential paths to learning and living entrepreneurship.

## Academic Programs

The Close School offers:

- BA and an MS in Entrepreneurship and Innovation;
- Undergraduate minors in Corporate Entrepreneurship, Entrepreneurship and Innovation, and Social Entrepreneurship;
- Graduate minor in Entrepreneurship and Innovation;
- Undergraduate certificate in Entrepreneurship;
- Five, stackable graduate certificates:
  - Corporate Entrepreneurship
  - Foundations of Entrepreneurship I
  - Foundations of Entrepreneurship II

- Social Entrepreneurship
- New Venture Creation

In addition, the Close School offers to all Drexel students, many elective courses with minimal or no prerequisites that integrate entrepreneurship education with all other academic disciplines at the University.

Through excellent teaching faculty (serial entrepreneurs and seasoned executives) and tenured/tenure-track faculty, the Close School cultivates a research agenda, providing thought leadership to academics and practitioners. Finally, the Close School of Entrepreneurship collaborates with regional and national organizations and the entrepreneurial community to advance innovation and entrepreneurial initiatives.

## **Entrepreneurship Co-Op**

The co-op experience is the hallmark of a Drexel education. Drexel students intersperse one or three six-month periods of work within their academic plans of study. By weaving together scholarly and practical experiences, Drexel students graduate with a unique set of skills that open up a diverse array of professional opportunities upon graduation.

The Close School recognizes that many undergraduates have already started their own companies. To encourage this entrepreneurial spirit within our student body, the Close School, in collaboration with the Steinbright Career Development Center, offers to all Drexel undergraduate students the opportunity to use their own company as their co-op experience. Students who qualify for this opportunity receive a salary (\$15,000), like other co-op students who work for established companies and organizations. Most importantly, students participating in the entrepreneurship co-op receive weekly mentoring from Close School faculty.

## **The Baiada Institute for Entrepreneurship**

The Baiada Institute is the cradle of entrepreneurship at Drexel University. Open to all students at Drexel, Baiada provides student entrepreneurs the physical space, mentoring, and resources to start their first (or next) big thing. The Baiada Institute translates the Close School of Entrepreneurship (<http://www.drexel.edu/close/>)'s groundbreaking curriculum (<http://www.drexel.edu/close/academics/courses/>) into disruptive ideas led by innovative companies, created by Drexel students from all academic disciplines.

# Entrepreneurship and Innovation

Major: *Entrepreneurship and Innovation*

Degree Awarded: *Bachelor of Arts (BA)*

Calendar Type: *Quarter*

Total Credit Hours: *181.0*

Co-op Options: *Three Co-op (Five years); One Co-op (Four years); No Co-op (Four years)*

Classification of Instructional Programs (CIP) code: *52.0701*

Standard Occupational Classification (SOC) code: *11-1011; 11-1021; 11-9199*

## About the Program

The BA in Entrepreneurship and Innovation is designed to prepare students to think and act entrepreneurially, in the context of established companies, in working for small and growing ventures, in starting a new venture or self-employment, and in their overall approach to their personal and professional lives. Within this innovative curriculum, students build entrepreneurial skills such as resilience, opportunity recognition, self-efficacy, negotiation, and effective communication.

The program emphasizes interdisciplinary coursework in collaboration with other Drexel colleges and schools, providing entrepreneurship students with the opportunity to take classes with future engineers, scientists, artists, and business and community leaders.

## Additional Information

For more information about the BA in Entrepreneurship and Innovation, please contact Rita Berson at [rk25@drexel.edu](mailto:rk25@drexel.edu).

## Degree Requirements

Required Courses:

- **Entrepreneurial Mindset:** This is a suite of courses that addresses individual entrepreneurial skills such as resiliency, initiative, innovative thinking, and communication. These courses develop personal and interpersonal skills needed to be a successful “entrepreneur” in several contexts.
- **The Process of Entrepreneurship:** This set of required courses covers a broad range of topics that immerse students in the practice of entrepreneurship.
- **A choice of three concentration areas:** Social Entrepreneurship, Corporate Entrepreneurship, and New Venture Creation.
- **Electives:** Constitutes a group of courses from the Close School and across the University that reflect the themes of innovation and entrepreneurship.
- **Minors:** All entrepreneurship majors are required to select an academic minor, which will provide domain expertise in their area of interest. Students may select from over 150 minors offered by the University.

### General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 230	Techniques of Speaking	3.0
COOP 101	Career Management and Professional Development *	1.0
ENGL 101	Composition and Rhetoric I: Inquiry and Exploratory Research	3.0
or ENGL 111	English Composition I	
ENGL 102	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing	3.0
or ENGL 112	English Composition II	
ENGL 103	Composition and Rhetoric III: Themes and Genres	3.0
or ENGL 113	English Composition III	
PHIL 105	Critical Reasoning	3.0
UNIV C101	The Drexel Experience	1.0

### Two Mathematics Courses (MATH)

**6.0-8.0**

### Two Science Courses

**6.0-8.0**

Choose from Bioscience and Biotechnology (BIO), Chemistry (CHEM), Food Science (FDSC), Geoscience (GEO), Physics (PHYS), Physics-Environmental Science (PHEV)

### Social/Behavioral Science

**6.0**

Choose 2 courses from Anthropology (ANTH), Communications (COM), Economics (ECON), History (HIST), Political Science (PSCI), Psychology (PSY), Sociology (SOC)

ECON 201	Principles of Microeconomics	4.0
Choose one of the following writing intensive courses:		3.0
COM 270 [WI]	Business Communication	

COM 310 [WI]	Technical Communication	
COM 317 [WI]	Environmental Communication	
COM 320 [WI]	Science Writing	
COM 375 [WI]	Grant Writing	
ECON 326 [WI]	Economic Ideas	
PSY 240 [WI]	Abnormal Psychology	
PSY 245 [WI]	Sports Psychology	
PSY 250 [WI]	Industrial Psychology	

**Three Humanities/Fine Arts Courses 9.0**

Choose from Africana Studies (AFAS), English (ENGL), Humanities-General (HUM), Global Studies (GST), Jewish Studies (JWST), Philosophy (PHIL), Women's & Gender Studies (WGST); Any course from the Westphal College of Media Arts and Design

**Two Technology Courses 6.0**

Choose from Computer Science (CS), Information Science & Systems (INFO), Management Information Systems (MIS), Software Engineering (SE)

**Two Ethics Courses 6.0**

Select two of the following:

PHIL 251	Ethics	
PHIL 301	Business Ethics	
PHIL 305	Ethics and the Media	
PHIL 311	Ethics and Information Technology	
PHIL 315	Engineering Ethics	
PHIL 321	Biomedical Ethics	
PHIL 323	Organizational Ethics	
PHIL 335	Global Ethical Issues	

**Three Language Courses (Foreign Language or Computer Science) \*\* 9.0-12.0**

Arabic (ARBC), Chinese (CHIN), French (FREN), German (GER), Hebrew (HBRW), Italian (ITAL), Japanese (JAPN), Korean (KOR), Spanish (SPAN) OR one of the following CS Language sequence:

CS 150	Computer Science Principles	
CS 171	Computer Programming I	
CS 172	Computer Programming II	

**Entrepreneurship Requirements**

ACCT 120	Accounting Essentials for New Ventures	4.0
BLAW 346	Entrepreneurial Law	4.0
ENTP 100	Innovation Ecosystem	1.0
ENTP 101	Life Strategies	3.0
ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 215	Building Entrepreneurial Teams	3.0
ENTP 225 [WI]	Mindfulness & Wellbeing ([WI])	3.0
ENTP 250	Ideation	3.0
ENTP 410 [WI]	Thought Leadership	3.0
MKTG 201	Introduction to Marketing Management	4.0

**Concentration Requirements 12.0**

Select a concentration from the following options:

**Social Entrepreneurship**

ENTP 270	Social Entrepreneurship	
ENTP 275	Diversity Entrepreneurship	
ENTP 290	An Entrepreneur's Introduction to Land: Its Essence, Ethics, and Opportunity	
or ENTP 390	Energy Entrepreneurship	
ENTP 375	3BL - Triple Bottom Line	

**Corporate Entrepreneurship**

ENTP 285	Organizational Development and Change for Corporate Entrepreneurs	
ENTP 329	Entrepreneurship & New Technologies	
or MKTG 347	New Product Development	
ENTP 340	Managing Entrepreneurial Growth	
ENTP 385	Innovation in Established Companies	

**New Venture Creation**

ENTP 210 [WI]	Leading Start-Ups	
ENTP 325	Early Stage Venture Funding	
ENTP 450	Launch It!	
MKTG 364	Marketing for New Ventures	

**Entrepreneurship Electives \*\*\* 15.0**

Select five of the following:

CRTV 303	Creativity in the Workplace	
DSMR 231	Retail Operations	
ECON 202	Principles of Macroeconomics	
ENTP 102	Life Strategies II	
ENTP 350	Dynamics of the Family Firm	
ENTP 360	Franchising	
ENTP 370	Global Entrepreneurship	
ENTP 440	Launch It!: Early Stage	
ENTP T180	Special Topics in Entrepreneurship	
ENTP T280	Special Topics in Entrepreneurship	
ENTP T380	Special Topics in Entrepreneurship	
ENTP T480	Special Topics in Entrepreneurship	
FIN 150	Financial Literacy	
MIS 200	Management Information Systems	
MKTG 344	Professional Personal Selling	
PROD 101	History and Analysis of Product Design	
<b>Required Academic Minor †</b>		<b>24.0</b>
<b>Free Electives</b>		<b>23.0-24.0</b>
<b>Total Credits</b>		<b>181.0-189.0</b>

- \* Students not participating in co-op will take one additional credit of Free Elective instead of COOP 101. Co-op cycles may vary. Students are assigned a co-op cycle (fall/winter, spring/summer, summer-only) based on their co-op program (4-year, 5-year) and major. COOP 101 registration is determined by the co-op cycle assigned and may be scheduled in a different term. Select students may be eligible to take COOP 001 in place of COOP 101.
- \*\* A computer science course cannot satisfy both a technology requirement and a computer language requirement.
- \*\*\* BA students may also take any ENTP course not in their chosen concentration to meet the entrepreneurship elective requirement.
- † BA students are required to complete an academic minor offered by any other Drexel College or School.

## Writing-Intensive Course Requirements

In order to graduate, all students must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

## Sample Plan of Study

### 5-Year Coop Spring/Summer Cycle

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 101 or 111	3.0 CIVC 101	1.0 ACCT 120	4.0 VACATION	
ENTP 100	1.0 ENGL 102 or 111	3.0 COOP 101	1.0	
ENTP 105	3.0 ENTP 205	3.0 ENGL 103 or 113	3.0	
ENTP 250	3.0 ENTP 215	3.0 ENTP 101	3.0	
UNIV C101	1.0 Foreign or Computer Language	3.0-4.0 Foreign or Computer Language	3.0-4.0	
Mathematics Course	3.0-4.0 Mathematics Course	3.0-4.0 Social or Behavioral Science Course	3.0	
	<b>14-15</b>	<b>16-18</b>	<b>17-18</b>	<b>0</b>
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 201	4.0 COM 230	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
ENTP 225	3.0 PHIL 105	3.0		

Foreign or Computer Language	3.0-4.0 ENTP Elective Course	3.0		
Free Elective	3.0 Required Minor Course	3.0		
Science Course	3.0-4.0 Science course	3.0-4.0		
		<b>16-18</b>	<b>15-16</b>	<b>0</b>

**Third Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 201	4.0 Concentration Course	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
Concentration Course	3.0 Ethics Course	3.0		
Fine Arts/Humanities Course	3.0 Required Minor Course	3.0		
Required Minor Course	3.0 Social/Behavioral Science course	3.0		
Technology Course	3.0 Technology Course	3.0		
		<b>16</b>	<b>15</b>	<b>0</b>

**Fourth Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 346	4.0 Concentration Requirement	3.0 COOP EXPERIENCE	COOP EXPERIENCE	
ENTP Elective Course	3.0 ENTP Elective Course	3.0		
Fine Arts/Humanities Course	3.0 Fine Arts/Humanities Course	3.0		
Non-major Writing Intensive Course (WI)	3.0 Free Elective Course	3.0		
Required Minor Course	3.0 Required Minor Course	3.0		
		<b>16</b>	<b>15</b>	<b>0</b>

**Fifth Year**

Fall	Credits Winter	Credits Spring	Credits
ENTP 410	3.0 ENTP Elective Course	3.0 ENTP Elective Course	3.0
Concentration Requirement	3.0 Required Minor Course	3.0 Free Electives	8.0
Ethics Course	3.0 Free Electives	9.0 Required Minor Course	3.0
Required Minor Course	3.0		
		<b>12</b>	<b>15</b>

**Total Credits 181-188**

## 4-Year Coop Spring/Summer Cycle

**First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 101 or 111	3.0 CIVC 101	1.0 ACCT 120	4.0 VACATION	
ENTP 100	1.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
ENTP 105	3.0 ENTP 205	3.0 ENTP 101	3.0	
ENTP 250	3.0 ENTP 215	3.0 Foreign or Computer Language	3.0-4.0	
UNIV C101	1.0 Foreign or Computer Language	3.0-4.0 Social or Behavioral Science Course	3.0	
Mathematics Course	3.0-4.0 Mathematics Course	3.0-4.0		
		<b>14-15</b>	<b>16-17</b>	<b>0</b>

**Second Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 201	4.0 COM 230	3.0 COOP 101	1.0 Concentration Course	3.0
ENTP 225	3.0 PHIL 105	3.0 MKTG 201	4.0 Ethics Course	3.0
Foreign or Computer Language	3.0-4.0 ENTP Elective Course	3.0 Concentration course	3.0 Required Minor Course	3.0
Free Elective	3.0 Required Minor course	3.0 Fine Arts/Humanities Course	3.0 Social/Behavioral Science Course	3.0
Science Course	3.0-4.0 Science course	3.0-4.0 Required Minor Course	3.0 Technology Course	3.0
			Technology Course	3.0
		<b>16-18</b>	<b>15-16</b>	<b>17</b>

**Third Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 346	4.0 Concentration Requirement	3.0 COOP EXPERIENCE	COOP EXPERIENCE	



ENTP Elective Course	3.0 ENTP Elective Course	3.0	
Fine Arts/Humanities Course	3.0 Fine Arts/Humanities Course	3.0	
Non-major Writing-Intensive Course (WI)	3.0 Free Elective	3.0	
Required Minor Course	3.0 Required Minor Course	3.0	
	<b>16</b>	<b>15</b>	<b>0</b>

**Fourth Year**

Fall	Credits Winter	Credits Spring	Credits
ENTP 410	3.0 ENTP Elective Course	3.0 ENTP Elective	3.0
Concentration Requirement	3.0 Required Minor Course	3.0 Free Electives	8.0
Ethics Course	3.0 Free Electives	9.0 Required Minor Course	3.0
Required Minor Course	3.0		
	<b>12</b>	<b>15</b>	<b>14</b>

Total Credits 181-188

**4-Year No Coop Plan of Study****First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 101 or 111	3.0 CIVC 101	1.0 ACCT 120	4.0 VACATION	
ENTP 100	1.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
ENTP 105	3.0 ENTP 205	3.0 ENTP 101	3.0	
ENTP 250	3.0 ENTP 215	3.0 Foreign or Computer Language	3.0-4.0	
UNIV C101	1.0 Foreign or Computer Language	3.0-4.0 Social or Behavioral Science Course	3.0	
Mathematics Course	3.0-4.0 Mathematics Course	3.0-4.0		
	<b>14-15</b>	<b>16-18</b>	<b>16-17</b>	<b>0</b>

**Second Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 201	4.0 COM 230	3.0 MKTG 201	4.0 VACATION	
ENTP 225	3.0 PHIL 105	3.0 Concentration Course	3.0	
Foreign or Computer Language	3.0-4.0 ENTP Elective Course	3.0 Fine Arts/Humanities Course	3.0	
Free Elective	3.0 Required Minor Course	3.0 Required Minor Course	3.0	
Science Course	3.0-4.0 Science Course	3.0-4.0 Technology Course	3.0	
	<b>16-18</b>	<b>15-16</b>	<b>16</b>	<b>0</b>

**Third Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
Concentration Course	3.0 BLAW 346	4.0 Concentration Requirement	3.0 VACATION	
Ethics Course	3.0 ENTP Elective Course	3.0 ENTP Elective Course	3.0	
Required Minor Course	3.0 Fine Arts/Humanities Course	3.0 Fine Arts/Humanities Course	3.0	
Social/Behavioral Science Course	3.0 Non-Major Writing-Intensive Course (WI)	3.0 Free Elective	3.0	
Technology Course	3.0 Required Minor Course	3.0 Required Minor Course	3.0	
	<b>15</b>	<b>16</b>	<b>15</b>	<b>0</b>

**Fourth Year**

Fall	Credits Winter	Credits Spring	Credits
ENTP 410	3.0 ENTP Elective Course	3.0 ENTP Elective Course	3.0
Concentration Requirement	3.0 Required Minor Course	3.0 Free Electives	9.0
Ethics Course	3.0 Free Electives	9.0 Required Minor Course	3.0
Required Minor course	3.0		
	<b>12</b>	<b>15</b>	<b>15</b>

Total Credits 181-188

**Entrepreneurship and Innovation Faculty**Donna De Carolis, PhD (*Temple University*) *Founding Dean, Silverman Family Professor of Entrepreneurial Leadership.*

Liza Herzog, JD, PhD (*Temple University, University of Pennsylvania*). Adjunct Instructor.

Barrie Litzky, PhD (*Drexel University*). Associate Professor.

Larissa Milne, MBA (*Drexel University*). Adjunct Assistant Professor.

Ozlem Ogutveren-Gonul, PhD (*Gazi University, Ankara, Turkey*). Assistant Teaching Professor. Entrepreneurship education, Entrepreneurial failure, Entrepreneurial mindset, Ideation, Social capital, Person-job fit, Person-organization fit, Social entrepreneurship.

Scott Quitel, JD, MBA (*Temple University*). Associate Teaching Professor. Novel ecosystems; Ecological impacts of climate change, rising sea level, and saltwater intrusion; Water quality and aquatic ecosystem health; Organic, lightly structured education

Charles Sacco, MBA (*Drexel University*) Associate Dean for Strategy and Innovation; Director of the *Baiada Institute for Entrepreneurship*.

Damian Salas, MBA (*Drexel University*) Associate Dean for Academic Partnerships. Assistant Teaching Professor. Strategic Entrepreneurship; Entrepreneurial Growth; Human Capital Management

Zahed Subhan, PhD, JD/LLB (Law) (*University of Leeds (UK); London University*). Teaching Professor. Marketing, Entrepreneurship, Innovation Management

John Wilson, PhD (*Regent University*). Assistant Teaching Professor. Intrapreneurship, Corporate Entrepreneurship, Self-Leadership, Employee Empowerment, Corporate Social Responsibility, Leadership, Innovation

Kahlil Wyche, MS (*Drexel University*). Adjunct Instructor.

## Entrepreneurship and Innovation Three-Year Option

*Major: Entrepreneurship and Innovation*

*Degree Awarded: Bachelor of Arts (BA)*

*Calendar Type: Quarter*

*Total Credit Hours: 181.0*

*Co-op Options: None*

*Classification of Instructional Programs (CIP) code: 52.0701*

*Standard Occupational Classification (SOC) code: 11-1011*

### About the Program

The three-year BA in Entrepreneurship and Innovation program is a unique, accelerated plan of study that teaches entrepreneurship as a habit-of-mind that applies to both the student's career and life. Entrepreneurship is about being proactive, optimistic, and innovative. The three-year degree in Entrepreneurship and Innovation offered by the Close School is rigorous and sustains all the standards of our four- or five-year degree programs. It is a degree that is particularly appealing to the student who is determined, disciplined, and goal-oriented—as we find that many entrepreneurship students are.

Our holistic approach to teaching challenges students to think and act as an entrepreneur within companies, startups, or self-employment. We have developed a curriculum that teaches resilience, collaboration, negotiation, and communication. Students will learn how to manage growth, secure funding, or manage a family firm. We stress interdisciplinary work and flexibility with all Drexel schools through the required academic minor and offer three-year students advanced experiential learning in our exclusive Entrepreneurship Practicum.

### Benefits of the Three-Year Degree

One of the main benefits of this program is that students receive the same education and experience from a typical four- or five-year degree program but in just three years. This results in:

- Decreased living expenses for 1-2 years
- Better utilization of school time and opportunities
- Expedited path to graduation and career advancement
- A unique, custom-designed practicum

The three-year degree not only takes a shorter time to achieve, but also offers students opportunities for funding, mentoring, and incubator space while giving them real-world experience and the ability to work alongside some of Philadelphia's most driven and creative young entrepreneurs.

The three-year degree program offers practical experience and business education from highly regarded entrepreneurs who have been involved in many successful startups and ventures of their own. Our professors and mentors are TEDx speakers, experienced business executives, and serial entrepreneurs ready to help you learn and build your entrepreneurial mindset.

## Degree Requirements

### General Education Requirements

CIVC 101	Introduction to Civic Engagement	1.0
COM 230	Techniques of Speaking	3.0
ECON 201	Principles of Microeconomics	4.0
ENGL 101 or ENGL 111	Composition and Rhetoric I: Inquiry and Exploratory Research English Composition I	3.0
ENGL 102 or ENGL 112	Composition and Rhetoric II: Advanced Research and Evidence-Based Writing English Composition II	3.0
ENGL 103 or ENGL 113	Composition and Rhetoric III: Themes and Genres English Composition III	3.0
PHIL 105	Critical Reasoning	3.0
UNIV C101	The Drexel Experience	1.0
Ethics Requirements - Select two of the following:		6.0
PHIL 251	Ethics	
PHIL 301	Business Ethics	
PHIL 305	Ethics and the Media	
PHIL 311	Ethics and Information Technology	
PHIL 315	Engineering Ethics	
PHIL 321	Biomedical Ethics	
PHIL 323	Organizational Ethics	
PHIL 335	Global Ethical Issues	
Humanities/Fine Arts Requirements (2 courses) <sup>†</sup>		6.0
Language Requirements (3 courses) <sup>**</sup>		9.0-12.0
Math (MATH) Requirements (2 courses)		6.0-8.0
Science Requirements (2 courses) <sup>***</sup>		6.0-8.0
Social/Behavioral Science Requirements (2 courses) <sup>†</sup>		6.0
Technology Requirement (1 course) <sup>††</sup>		3.0
Writing-Intensive (non-major) (1 course)		3.0

### ENTP Core Requirements

ACCT 120	Accounting Essentials for New Ventures	4.0
BLAW 346	Entrepreneurial Law	4.0
ENTP 100	Innovation Ecosystem	1.0
ENTP 101	Life Strategies	3.0
ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 215	Building Entrepreneurial Teams	3.0
ENTP 225 [WI]	Mindfulness & Wellbeing	3.0
ENTP 250	Ideation	3.0
ENTP 395	Entrepreneurship Practicum	12.0
ENTP 410 [WI]	Thought Leadership	3.0
MKTG 201	Introduction to Marketing Management	4.0
ENTP Electives - Select 7 of the following:		21.0
DSMR 231	Retail Operations	
ENTP 102	Life Strategies II	
ENTP 210 [WI]	Leading Start-Ups	
ENTP 270	Social Entrepreneurship	
ENTP 275	Diversity Entrepreneurship	
ENTP 285	Organizational Development and Change for Corporate Entrepreneurs	
ENTP 325	Early Stage Venture Funding	
ENTP 329	Entrepreneurship & New Technologies	
ENTP 340	Managing Entrepreneurial Growth	
ENTP 350	Dynamics of the Family Firm	
ENTP 360	Franchising	
ENTP 370	Global Entrepreneurship	
ENTP 375	3BL - Triple Bottom Line	
ENTP 385	Innovation in Established Companies	
ENTP 390	Energy Entrepreneurship	
ENTP 450	Launch It!	
ENTP T180	Special Topics in Entrepreneurship	
ENTP T280	Special Topics in Entrepreneurship	

ENTP T380	Special Topics in Entrepreneurship	
ENTP T480	Special Topics in Entrepreneurship	
FIN 150	Financial Literacy	
MKTG 344	Professional Personal Selling	
MKTG 347	New Product Development	
PROD 101	History and Analysis of Product Design	
PROD 210	Introduction to Product Design	
Required Specialization Minor		24.0
Free electives		24.0
<b>Total Credits</b>		<b>181.0-188.0</b>

- \* Humanities/Fine Arts options: Undergraduate courses (100-499) in Africana Studies (AFAS), English (ENGL), Humanities, General (HUM), Global Studies (GST), Jewish Studies (JWST), Philosophy (PHIL), Women's & Gender Studies (WGST); Any course from the Westphal College of Media Arts and Design (<http://catalog.drexel.edu/undergraduate/collegeofmediaartsanddesign/>)
- \*\* Language options: Undergraduate courses (100-499) in Arabic (ARBC), Chinese (CHIN), French (FREN), German (GER), Hebrew (HBRW), Italian (ITAL), Japanese (JAPN), Korean (KOR), Spanish (SPAN) OR the following CS Language sequence: CS 150, CS 171, A computer science course cannot satisfy both a technology requirement and a computer language requirement.
- \*\*\* Science options: Undergraduate courses (100-499) in Bioscience and Biotechnology (BIO), Chemistry (CHEM), Food Science (FDSC), Geoscience (GEO), Physics (PHYS), Physics-Environmental Science (PHEV)
- † Social/Behavioral Science options: Undergraduate courses (100-499) in Anthropology (ANTH), Communications (COM), Economics (ECON), History (HIST), Political Science (PSCI), Psychology (PSY), Sociology (SOC)
- †† Technology options: Undergraduate courses (100-499) in Computer Science (CS), Information Science & Systems (INFO), Management Information Systems (MIS), Software Engineering (SE)

## Writing-Intensive Course Requirements

In order to graduate, all students must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

## Sample Plan of Study

### Option 1: Summer Classes First Year

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 101 or 111	3.0 CIVC 101	1.0 ACCT 120	4.0 ECON 201	4.0
ENTP 100	1.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0 Free Elective	3.0
ENTP 105	3.0 ENTP 205	3.0 ENTP 101	3.0 Language Course	4.0
ENTP 250	3.0 ENTP 215	3.0 Language Course	4.0 Required Minor Course	3.0
UNIV C101	1.0 Language Course	4.0 Social/Behavioral Science Course	3.0 Science Course	3.0
Mathematics	3.0 Mathematics Course	3.0		
	<b>14</b>	<b>17</b>	<b>17</b>	<b>17</b>

#### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
COM 230	3.0 MKTG 201	4.0 Entrepreneurship Elective	3.0 ENTP 395	12.0
ENTP 225	3.0 Entrepreneurship Elective	3.0 Ethics Course	3.0	
PHIL 105	3.0 Fine Arts/Humanities Elective	3.0 Non-Major Writing-Intensive (WI) Course	3.0	
Entrepreneurship Elective	3.0 Free Electives	6.0 Required Minor Course	3.0	
Required Minor Course	3.0 Required Minor Course	3.0 Social/Behavioral Science Course	3.0	

Science Course	3.0	Technology Course	3.0	
	<b>18</b>	<b>19</b>	<b>18</b>	<b>12</b>

**Third Year**

Fall	Credits Winter	Credits Spring	Credits	
BLAW 346	4.0 Entrepreneurship Elective	3.0 Entrepreneurship Electives	6.0	
ENTP 410	3.0 Ethics Course	3.0 Free Electives	3.0	
Entrepreneurship Elective	3.0 Fine Arts/Humanities Elective	3.0 Required Minor Courses	6.0	
Free Elective	3.0 Free Electives	6.0		
Required Minor Course	3.0 Required Minor Course	3.0		
	<b>16</b>	<b>18</b>	<b>15</b>	

Total Credits 181

**Option 2: Summer Vacation First Year****First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENGL 101 or 111	3.0 CIVC 101	1.0 ACCT 120	4.0 VACATION	
ENTP 100	1.0 ENGL 102 or 112	3.0 ENGL 103 or 113	3.0	
ENTP 105	3.0 ENTP 101	3.0 ENTP 215	3.0	
ENTP 250	3.0 ENTP 205	3.0 Language Course	4.0	
UNIV C101	1.0 Language Course	4.0 Social/Behavioral Science Course	3.0	
Mathematics Course	3.0 Mathematics Course	3.0		
	<b>14</b>	<b>17</b>	<b>17</b>	<b>0</b>

**Second Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 201	4.0 COM 230	3.0 MKTG 201	4.0 ENTP 395	12.0
ENTP 225	3.0 PHIL 105	3.0 Entrepreneurship Elective	3.0	
Language Course	4.0 Entrepreneurship Elective	3.0 Fine Arts/Humanities Elective	3.0	
Required Minor course	3.0 Free Elective	3.0 Free Elective(s)	3.0-6.0	
Science Course	3.0 Required Minor course Science Course	3.0 Required Minor Elective Science Course	3.0	
	<b>17</b>	<b>18</b>	<b>16-19</b>	<b>12</b>

**Third Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ENTP 410	3.0 BLAW 346	4.0 Entrepreneurship Elective	3.0 Entrepreneurship Elective	3.0
Entrepreneurship Elective	3.0 Entrepreneurship Electives	6.0 Ethics Course	3.0 Free Electives	6.0
Ethics Course	3.0 Free Elective	3.0 Fine Arts /Humanities	3.0 Required Minor Courses	6.0
Non-Major Writing-Intensive Course (WI)	3.0 Social/Behavioral Science Course	3.0 Free Electives	6.0	
Required Minor Course	3.0 Required Minor Course	3.0 Required Minor Course	3.0	
Technology Course	3.0			
	<b>18</b>	<b>19</b>	<b>18</b>	<b>15</b>

Total Credits 181-184

**Entrepreneurship and Innovation Faculty**

Donna De Carolis, PhD (*Temple University*) *Founding Dean, Silverman Family Professor of Entrepreneurial Leadership.*

Liza Herzog, JD, PhD (*Temple University, University of Pennsylvania*). Adjunct Instructor.

Barrie Litzky, PhD (*Drexel University*). Associate Professor.

Larissa Milne, MBA (*Drexel University*). Adjunct Assistant Professor.

Ozlem Ogutveren-Gonul, PhD (*Gazi University, Ankara, Turkey*). Assistant Teaching Professor. Entrepreneurship education, Entrepreneurial failure, Entrepreneurial mindset, Ideation, Social capital, Person-job fit, Person-organization fit, Social entrepreneurship.

Scott Quitel, JD, MBA (*Temple University*). Associate Teaching Professor. Novel ecosystems; Ecological impacts of climate change, rising sea level, and saltwater intrusion; Water quality and aquatic ecosystem health; Organic, lightly structured education

Charles Sacco, MBA (*Drexel University*) *Associate Dean for Strategy and Innovation; Director of the Baiada Institute for Entrepreneurship.*

Damian Salas, MBA (*Drexel University*) *Associate Dean for Academic Partnerships.* Assistant Teaching Professor. Strategic Entrepreneurship; Entrepreneurial Growth; Human Capital Management

Zahed Subhan, PhD, JD/LLB (Law) (*University of Leeds (UK); London University*). Teaching Professor. Marketing, Entrepreneurship, Innovation Management

John Wilson, PhD (*Regent University*). Assistant Teaching Professor. Intrapreneurship, Corporate Entrepreneurship, Self-Leadership, Employee Empowerment, Corporate Social Responsibility, Leadership, Innovation

Kahlil Wyche, MS (*Drexel University*). Adjunct Instructor.

## Minor in Corporate Entrepreneurship

### About the Minor

The minor in Corporate Entrepreneurship is designed for students who are interested in careers that spark innovation within start-up companies or established organizations. Students who minor in Corporate Entrepreneurship will learn how to become change agents within companies, helping them to remain competitive using innovation as the driving force behind product or service development.

### Admission Requirements

Students of any major with more than 40.0 credits may declare a minor in Corporate Entrepreneurship.

### Program Requirements

ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 250	Ideation	3.0
ENTP 285	Organizational Development and Change for Corporate Entrepreneurs	3.0
ENTP 329	Entrepreneurship & New Technologies	3.0
ENTP 340	Managing Entrepreneurial Growth	3.0
ENTP 385	Innovation in Established Companies	3.0
ENTP 440	Launch It!: Early Stage	3.0
<b>Total Credits</b>		<b>24.0</b>

### Additional Information

For more information about the Corporate Entrepreneurship minor, please contact Rita Berson at rk25@drexel.edu

## Minor in Entrepreneurship and Innovation

### About the Minor

The minor in Entrepreneurship and Innovation is designed for students who are interested in starting their own ventures, working for start-up companies, or preparing for self-employment.

### Program Requirements

#### Required Courses

ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 210 [WI]	Leading Start-Ups	3.0
ENTP 215	Building Entrepreneurial Teams	3.0
ENTP 250	Ideation	3.0
ENTP 325	Early Stage Venture Funding	3.0
ENTP 440	Launch It!: Early Stage	3.0
MKTG 201	Introduction to Marketing Management	4.0
<b>Total Credits</b>		<b>25.0</b>

### Writing-Intensive Course Requirements

In order to graduate, all students must pass three writing-intensive courses after their freshman year. Two writing-intensive courses must be in a student's major. The third can be in any discipline. Students are advised to take one writing-intensive class each year, beginning with the sophomore year, and to avoid "clustering" these courses near the end of their matriculation. Transfer students need to meet with an academic advisor to review the number of writing-intensive courses required to graduate.

A "WI" next to a course in this catalog may indicate that this course can fulfill a writing-intensive requirement. For the most up-to-date list of writing-intensive courses being offered, students should check the Writing Intensive Course List (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/writing-intensive-courses/>) at the University Writing Program (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/>). (<http://drexel.edu/coas/academics/departments-centers/english-philosophy/university-writing-program/drexel-writing-center/>) Students scheduling their courses can also conduct a search for courses with the attribute "WI" to bring up a list of all writing-intensive courses available that term.

### Additional Information

For more information about the minor in Entrepreneurship and Innovation, please contact Rita Berson at rk25@drexel.edu.

# Minor in Social Entrepreneurship

## About the Minor

The Social Entrepreneurship minor is designed for students interested in learning how to create and sustain social value within companies or through the pursuit of any social enterprise. Students will learn to develop, fund, and implement innovative solutions to social, cultural, or environmental issues.

## Program Requirements

ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 250	Ideation	3.0
ENTP 270	Social Entrepreneurship	3.0
ENTP 275	Diversity Entrepreneurship	3.0
ENTP 290	An Entrepreneur's Introduction to Land: Its Essence, Ethics, and Opportunity	3.0
or ENTP 390	Energy Entrepreneurship	
ENTP 375	3BL - Triple Bottom Line	3.0
ENTP 440	Launch It!: Early Stage	3.0
<b>Total Credits</b>		<b>24.0</b>

## Additional Information

For more information about the Social Entrepreneurship minor, please contact Rita Berson at [rk25@drexel.edu](mailto:rk25@drexel.edu).



# Certificate in Entrepreneurship

About the Program

**Only available to currently enrolled Drexel students.**

The certificate in Entrepreneurship is for students who would like to expand the scope of their undergraduate Drexel degree by also developing an entrepreneurial mindset and skillset. This certificate will help you learn to evaluate and pursue opportunities and, most importantly, realize your passions by either starting a company, being innovative in an organization, or navigating your career. By building your entrepreneurial skills and helping you assemble the tools that you need to succeed, the certificate in Entrepreneurship equips you to achieve your life and career aspirations in an ever-changing employment landscape.

Open to Drexel students from all schools and colleges in all majors (with the exception of Close School majors) who have completed 15.0 credits.

## Program Requirements

### Required courses

ENTP 105	Entrepreneurial Thinking	3.0
ENTP 205	Ready, Set, Fail	3.0
ENTP 440	Launch It!: Early Stage *	3.0
Choose two courses from the following:		6.0
ENTP 215	Building Entrepreneurial Teams	
ENTP 250	Ideation	
ENTP 270	Social Entrepreneurship	
ENTP 285	Organizational Development and Change for Corporate Entrepreneurs	

**Total Credits**

**15.0**

\* Taken as a final course in certificate program after completion of all other course requirements.

## Additional Information

For more information about the certificate in Entrepreneurship, please contact Rita Berson at [rk25@drexel.edu](mailto:rk25@drexel.edu).

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