

## **ABSTRACT: 2013 ELATE Institutional Action Project Poster Symposium**

**Project Title:** Creating an Innovation & Entrepreneurship Program for Undergraduates at Duke University

**Name and Institution:** Linda Franzoni, Duke University

**Collaborators:** Eric Toone, Director of Innovation & Entrepreneurship (Univ. level); Lee Baker, Dean of Trinity College of Arts & Sciences; Steve Nowicki, Dean & Vice Provost for Undergraduate Education; Lisa Keister, Director of Markets & Management Studies Program; Emma Rasiel, Professor of the Practice, Economics

**Background, Challenge or Opportunity:** In fall 2010 a member of the Duke University Board of Trustees, Kimberly Jenkins, stepped down from the Board to become the Special Advisor to the President and Provost on Innovation and Entrepreneurship (I&E). At that time, Duke made the decision that Innovation and Entrepreneurship would become a major thrust area for the university. In the two and a half years that Kimberly Jenkins led the I&E initiative, she met with alumni, students, staff, and faculty and wrote a strategic plan. One of the components of the I&E strategic plan is the education of undergraduates.

In May 2012, philanthropist and entrepreneur, David Rubenstein donated \$15 million to the I&E Initiative to act as a catalyst in order to establish new programs and enhance existing programs. The University also received funding in the form of an endowed professorship in this area and in January 2013 hired Professor Martin Ruef, a renowned scholar in the study of entrepreneurship.

Establishing a university-wide undergraduate program for Innovation and Entrepreneurship presents an opportunity because it is a major thrust for the university, but it poses challenges for the following reasons: the engineering school and the arts and sciences school have separate faculty councils and approval processes, Duke University does not have an undergraduate business major, and the Arts and Sciences faculty view entrepreneurship as counter to a liberal arts education.

**Purpose/Objectives:** The overall purpose of the Innovation and Entrepreneurship initiative is to create a culture at Duke University that permeates all schools (Business, Divinity, Law, Nursing, Medicine, Engineering, and Arts and Sciences) and broadly promotes and supports innovation and entrepreneurship activities. The undergraduates are the lifeblood of the university and therefore the proposed program for undergraduates is key to creating this new culture.

**Methods/Approach:** In 2011-12, I co-chaired a faculty committee with members from the Business School, Arts and Sciences, and Engineering. The committee looked at programs offered at other universities and discussed whether or not to offer a minor (or other academic program) in innovation and entrepreneurship. The committee also discussed curricular content and extra-curricular experiences that they felt were important to the educational process. In April 2012, the committee submitted a report with recommendations for a proposed program for undergraduates interested in innovation and entrepreneurship. However, the committee also recognized that the university lacked a mechanism for creating such a program and that the current curricular offerings in innovation and entrepreneurship were not consistently offered each semester and were not offered by regular rank faculty. The program that was proposed did not fit the existing model for a major, minor, or an interdisciplinary certificate.

A proposal was written to create a new experiential-type certificate for undergraduates. The idea for this certificate was discussed with key arts and science faculty, and after incorporating suggested revisions, it was submitted to the curriculum committee of the Arts and Sciences (A&S) Council. In January 2013, that committee endorsed the proposal and presented it to the full A&S Council, and in February 2013 the new experiential certificate program was approved by the Arts and Sciences Council and is now an option for the I&E undergraduate program.

**Outcomes and Evaluation:** There is much work to be done in order to establish innovation and entrepreneurship as an experiential certificate program. When this program becomes a reality its success will be based on the number of students participating in the program, but the true measure of the success of this program and the I&E initiative in general will be the sense of an innovative spirit and an entrepreneurship culture that has permeated the fabric of the university.



## Creating an Innovation & Entrepreneurship Program for Undergraduates

### INNOVATION AND ENTREPRENEURSHIP STRATEGIC PLAN

Kimberly Jenkins, Ph.D.

Senior Advisor to the President and Provost  
For Innovation and Entrepreneurship



### THE AMBITION

- To be recognized as a top 5 university in the country for I&E
- To create the next Google, Facebook or Teach for America
- To build the Triangle area into the third hub for I&E in the US

### THE NEEDS

- A national imperative
- Big, complex global problems
- Universities as engines of innovation
- Translational work key
- The career path for the next generation



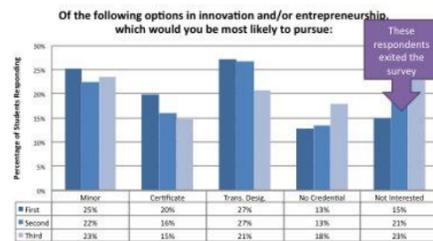
### RESOURCE AND FUND THE PRIORITIES

- \$100M total in the Campaign
- \$25M for I&E Center
- \$15M for Innovation Funds
- \$60M for individual schools

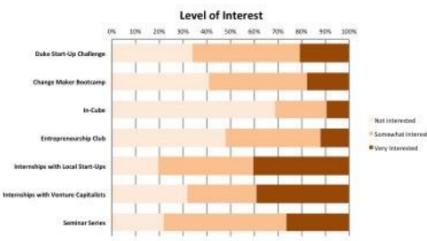
### Background, Challenges & Opportunities

Establishing a university-wide undergraduate program for Innovation and Entrepreneurship presents an opportunity because it is a major thrust for the university, but it poses challenges because the Engineering School and Arts & Sciences have separate faculty councils and approval processes, also Duke University does not have an undergraduate business major to house the program.

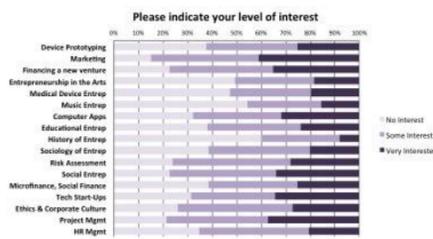
#### Preference for Credentials



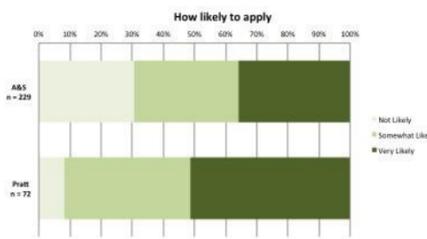
#### Existing Extra-Curriculars



#### Topics that could be covered in more depth



#### Summer Program in Silicon Valley



### Methods & Approach

Surveyed students in A&S and Engineering to gauge interest (see above). Met with individual faculty in A&S, co-chaired a faculty committee, reported recommendations. In process of acquiring necessary support from the Director of Innovation & Entrepreneurship.



### INNOVATION and ENTREPRENEURSHIP

About Academics Campus Programs Resources

### Academic Programs



#### The Nicholas Environmental Innovation & Entrepreneurship Certificate

The Nicholas Environmental I&E Certificate is a 12 credit program that seeks to teach students to develop, evaluate, refine and launch a new sustainable product or service.



#### Duke In Silicon Valley

Duke In Silicon Valley is a four-week, one-course program in at Apple's campus in Menlo Park crafted for undergraduates with an interest in entrepreneurship.



#### Enterprising Leadership Initiative

The mission of the ELI is to engage, educate, and empower Duke students to pursue innovative solutions to University, community and global problems. ELI exists to help students act on their passions to address real-world problems.

#### Academic Programs

- Duke Law School
- Duke School of Nursing
- Fuqua School of Business
- Nicholas School of the Environment
- Pratt School of Engineering
- Sanford School of Public Policy
- Trinity School of Arts & Sciences

#### Summer Programs

- Duke in Silicon Valley
- Summer Innovation Program
- 2012 SIP Bay Area Review

#### Faculty Directory

#### Course Listing

- Course Development Grant Program
- I&E Course Development Grant Application

#### Research

Duke has a wide array of academic programs at both the graduate and undergraduate levels that focus on entrepreneurship. Whether your interest is in business, law, engineering, medicine, public policy or a combination of several, there is a program to introduce you to a community of like-minded individuals and to assist in your understanding of the entrepreneurial process.

Trinity College of Arts and Sciences

### Outcomes & Evaluation

- Number of students participating in aspects of the program
- Number of applicants that mention it on their application to Duke
- Number of alumni that do something entrepreneurial /innovative
- Ability to raise funding
- Faculty and student satisfaction

### Collaborators

- Kimberly Jenkins, Special Advisor to President & Provost
- Eric Toone, Director of Innovation & Entrepreneurship
- Numerous faculty colleagues in engineering & A&S
- Deans in A&S and Engineering