CORE COURSES TO CULTIVATE YOUR INNER INNOVATOR!

Today’s world demands innovative thinkers: graduates from all backgrounds prepared to be highly collaborative problem solvers ready to tackle big challenges. These two core courses can help you get there.

Monday/Wednesday 11:30 am - 1 pm
3 credits
open to all Non-BBA students

This course explores how to make a product or service idea real in the form of a tangible, marketable product and an organization that can produce and distribute it.

Topics include:
» Motivation and Social Purpose of Entrepreneurship
» Market Research and Product Development Activities
» People Resource Management
» Capital Resource Management
» Go-to-Market Management

Mon/Wed 008 2:30 - 4 pm
Mon/Wed 009 4 - 5:30 pm
3 credits

This course explores the relation between creativity, innovation, and problem-solving processes. Students consider the elements of creative thinking, explore insights from a variety of perspectives, and engage in projects designed to foster creativity and innovation.

Topics include:
» How do innovators frame problems and generate solutions?
» What is the relation between idea generation and collaborative team work?
» How do entrepreneurs in business, social goods, and technology develop and employ vital skills in persuasion, cooperation, communication as they bring ideas to life in the form of enterprises?

“UC 270 is the epitome of a college course done right - True learning, teamwork, and cultivating ideas. I can honestly say it has been one of the best learning experiences I have had at school.”

“Taking this class definitely gave me the inner outlook of what entrepreneurship really is and what it takes to take a simple idea to the next level.”