

Creative Entrepreneurship Minor

By the successful completion of this minor, a student will:

1. have an understanding of the economic, social, and environmental contexts that shape organizational practices and spur the adoption of new business models.
2. show competence in applying basic strategic design methodologies to conceive and develop innovative product and service ventures.
3. show competence in effectively collaborating and interacting with colleagues, partners and customers in flat and organic creative settings.
4. show understanding of techniques, methods and practices for successfully engaging stakeholders and launching new products and services.
5. show competence in managing the financial resources of an organization.
6. show competence in running the core finance, marketing and operations functions of a business for successful planning, launching and growth of entrepreneurial ventures.

Learning outcome definition key	
UNDERSTANDING	The student is conversant in the language and importance of the topic in relation to design disciplines including product design, architecture, interior design, fashion, communication and digital design.
COMPETENCE	The student has the ability to apply knowledge of the topic within the design process consistently, but often in a basic and routine way.
STRENGTH	The student has the ability to apply the knowledge in multiple ways that show an understanding of more subtle aspects of the topic.
DEMONSTRATION	The student has the ability to consistently and accurately apply the knowledge in their own way, making subtle distinctions in where and when the knowledge is applicable.
FLUENCY	The student can apply the knowledge in unique and improvisational ways to support design arguments.