WELCOME TO THE WORLD OF INNOVATION AND ENTREPRENEURSHIP!

Entrepreneurship is where the courageous take on challenges that are bigger than themselves. It is where world problems are solved and where local needs are met. It is where every skill and background intersect, and it is where creative thinking never ends. Such a landscape is our passion at the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship. We get to work with the best and brightest at Washington University in St. Louis—the change-makers, thought leaders, and visionaries—and we cannot wait to work with you, too.

At the Skandalaris Center, our initiatives serve students, faculty, staff, and alumni from all levels and all disciplines. We support WashU entrepreneurship by inspiring the entrepreneurial mindset and empowering our community to explore and execute solutions to address the world’s problems and meet local needs through innovation and entrepreneurship. To support WashU entrepreneurs, we have developed programs and events to help them:

- Explore their inner maker
- Develop and ideate new methods and solutions to the world’s challenges
- Take their ideas to the next level
- Gain knowledge and skills in innovation and entrepreneurship

This booklet describes the wealth and diversity of the entrepreneurship curriculum at Washington University. While your interest in entrepreneurship might begin with a course, we hope it will continue to grow via the connections you make with us, and the knowledge you can gain from our programs. Please contact us at any time at sc@wustl.edu. We wholeheartedly welcome you into this creative space!

II Luscri

Managing Director, Assistant Vice Provost for Innovation & Entrepreneurship
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Join our email list to be the first to hear about events and opportunities in Creativity, Innovation & Entrepreneurship!

Sign up at skandalaris.wustl.edu/get-connected
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COURSE DESCRIPTIONS AND DETAILS:

**Analytics and Modelling for Business Decisions**  
B59 220  
T/TH; 3 sections available  
Target audience: Undergrad students  
Instructor: Forough Enayaty Ahangar  
Helps students become effective problem solvers, smart consumers of data, and intelligent business decision makers in management situations. Prerequisite: QBA 120 and completion or concurrent enrollment in QBA 121.

**Business Fundamentals for Non-Business Students**  
B53 200A  
T/TH 1:00-2:20 pm  
Target audience: Non-business sophomores and juniors  
Instructor: Konstantina Kiousis  
Intended to help successfully position arts and sciences, engineering, and design majors for careers in organizations such as non-profits, entrepreneurial ventures, and corporations, among others. Business students cannot receive credit.

**Business of Arts**  
B54 460O  
T/TH 1:00-2:20 pm  
Target Audience: Undergrad students  
Instructor: Glenn MacDonald  
The intent of the course is to provide students in art-related fields with a skill set enabling them to pursue their artistic vision and ambitions while simultaneously having enough commercial success to make their career viable.

**The Business of Clinical Research**  
U80 330/ U80 5430/ U86 330  
M 5:30 - 8:00 pm  
Target audience: Grad and Undergrad  
Instructor: Melissa Walker  
An overview of the business elements of clinical research, this course covers drug and device development, the regulatory environment, finance, corporate structures, and the clinical trials office.

**Business of Fashion**  
F20 223K  
M/W 11:30 am-12:50 pm  
Target audience: Art Undergrads and others  
Instructor: Claire Thomas-Morgan  
An academic analysis of the business of fashion focusing on the following: marketing fashion products, consumer behavior, brand development, markets, promotion / distribution, and attention to emerging technologies.
Business of Social Impact
B53 460M
T/TH 2:30-3:50 pm
Target Audience: Undergrad students
Instructor: Heather Cameron
This course is designed for students interested in understanding how social change and social impact can be achieved, borrowing tools and approaches from a broad spectrum of disciplines.

Business of Sports
B54 450G
M/W 11:30 am-12:30 pm
Target Audience: Undergrad students
Instructor: Patrick Rishe
An overview of the major aspects of the sports business industry, including (1) primary revenues / expenditures of pro & college sports (2) collective bargaining agreements (3) sports media rights (4) facility financing (5) sponsorships / athlete endorsements (6) sports commissions and (7) current events.

Business Planning for New Enterprises (The Hatchery)
B53 424/ B63 524/ S50 5061
T 4:00-6:00 pm
Target audience: Undergrad and grad students
Instructor: Douglas Villhard
In this course, students form teams to pursue their own or an outside entrepreneur’s commercial or social venture. Recommended prerequisites: Introduction to Entrepreneurship (MGT 421) or Introduction to Social Entrepreneurship (MGT 460L) or Entrepreneurial Engineering (EECE 480). Junior standing or higher expected.

CEL Entrepreneurial Consulting Team (CELect)
B53 401C/ B63 501C/ W74 675C
Section 1: T 3:00-3:50 pm; Section 2: F 10:00-11:00 am; Section 3: TBD
Target audience: Grad and undergrad
Instructors by section: 1- II Luscri; 2 – Douglas Villhard; 3 – Steven Malter
CELect is an experiential learning course that matches teams of Washington University students with start-up ventures to perform defined management consulting projects. Sections by interest area: 1: St. Louis-area startups, 2: New York-area startups, 3: Barcelona startups  Prerequisite: Application required

Creating and Marketing Innovative Products and Services
B65 559
Two Sections; TH or T/TH, Mini-A
Target audience: Grad students
Instructor: Michael Wall
This course is the first of a two-part sequence, which aims to develop an understanding of the “state of the art” strategies, processes and methods used in developing new products.
Design in Social Systems
F20 236P
M/W 8:30-11:20 am
Target audience: Undergrad students
Instructor: Penina Acayo Laker
This multidisciplinary seminar course will cover historical and contemporary contexts of socially engaged work within art and design disciplines. Students will explore various processes that artists and designers use to address, influence, and inspire change around systemic social issues.

Designing Creativity
I60 175
T/TH 1:00-2:20 pm
Target audience: First Year students only
Instructors: Rob Morgan, Bruce Lindsey
Explore the study and practice of the creative process across many disciplines with input from prominent thinkers and practitioners in the areas of medicine, neuroscience, law, engineering, architecture, human-centered design, business, stage design, and the performing arts.

Drug and Device Development
U80 518
TH 5:30-8:00 pm
Target audience: Grad and undergrad students
Instructors: Carl Siekmann, Peter Takes
An overview of the commercial development pathways for both pharmaceuticals and medical devices, from inception to market. Class topics include preclinical, clinical, regulatory, and marketing factors which influence discovery and development of new medical products.

The Endgame of Entrepreneurship: Leveraging Capitalism for Good
I60 105/ B53 106E/L11 105B
M 4:00-6:50 pm
Target audience: First-year students only
Instructors: Joseph Steensma, II Luscri
This course teaches how to take advantage of the profit-seeking motive of capitalism while also learning from mistakes and consequences of capitalism. Students will explore how entrepreneurship and venture creation can be used to improve equality.

Entrepreneurship & Intellectual Property Clinic
W74 711C
Day/Time: TBD
Target audience: Law students
Instructors: TBD
This course provides students with hands-on training in legal practice related to for-profit and nonprofit entrepreneurs, startups, and social enterprises.
Foundations of Business
Four Sections, T or TH
Target audience: Undergrad students
Instructors: Paige LaRose or Yoon Groves
Provides first semester students with an introduction to functional areas of business and the entrepreneurial function.

Illustration Entrepreneur
T/TH 6:00-8:50 pm
Target audience: Art students, design minors, non-Sam Fox students interested in developing visual products
Instructor: Christine Bosch
Students will create images appropriate for surface design application to products and work toward developing icons and motifs using shape-based illustration, design, composition, hierarchy and thoughtfully considered color.

Introduction to Blockchain and Cryptocurrencies
3 Sections Available, Mini-A
Target audience: Grad students
Instructor: Sakya Sarkar or Anatoliy Belaygorod
The course allows students to obtain basic understanding of the blockchain technology and its applications to cryptocurrencies, smart contracts, and decentralized finance.

Introduction to Entrepreneurship (undergrad)
M/W 10:00-11:20 am
Target audience: Undergrad students
Instructor: Dedric Carter
Intended to teach students the fundamentals of founding, operating, and exiting a start-up business. Prerequisite: Sophomore, junior, or senior standing in any school or college.

Introduction to Entrepreneurship (MBA)
Short Course, Sept. 9, 10, 30 and Oct. 1
Target audience: MBA
Instructors: David Poldoian, Doug Villhard
This course is designed not only for the student with a burning passion to start their own business, but anyone who believes that entrepreneurial skills are an essential element of business success.

Introduction to Innovation and Entrepreneurship
M 6:00-9:00 pm
Target audience: continuing education
Instructor: Joe Klaesner & Amy Duvall
This course introduces important frameworks and concepts, and offers the
student hands-on learning, that foster growth in innovation - both for the individual as well as for the organization.

**Introduction to Social Entrepreneurship**

B53 460L  
T/TH 1:00-2:20 pm  
Target audience: Undergrad students  
Instructor: Heather Cameron  
The course is designed for students who are interested in how to create positive social change through market based strategies. Students will explore the fundamental principles of social entrepreneurship, while interacting with local organizations and refining their pitching skills.

**League of Extraordinary Entrepreneurs**

B53 477E / B63 577E  
M 4:00-6:00 pm  
Target audience: Advanced students, grad and undergrad  
Instructor: Doug Villhard  
Technically it is an advanced entrepreneurship class. Functionally it is an accelerator for extraordinary WashU student entrepreneurs in the tech/digital space. Prerequisite: Attend WashU as a student in any capacity. Have a tech/digital idea/team that is ready to launch and scale. Or have a desire to join a student team that does. And, be approved by our selection committee. Application required.

**Legal Issues at Business Stages**

B63 511B  
T 6:15-9:15 pm (Mini-B)  
Target audience: Grad students  
Instructor: TBD  
In this course, students will analyze legal issues affecting business from startup, operation, and the sale or closing of the business, including mergers and acquisitions.

**Marketing Metrics for Startups**

B55 431E/ B65 531E  
M/W 4:00-5:20 pm (Mini-B)  
Target audience: Undergrad and grad students  
Instructor: Michael Wall  
Provides students with an opportunity to engage in active and applied learning through work on real-world, team-based projects through marketing projects. Prerequisite: Application required. Undergrad students must have completed advanced Marketing coursework; Grad students must have completed their first semester of foundational courses prior to participation.

**Marketing Strategies for Innovative Products & Services**

B65 559B  
Two Sections; TH or T/TH, (Mini-B)  
Target audience: Grad students  
Instructor: Michael Wall
This course is the second of a two-part sequence. Each part in the sequence focuses on different areas of new product creation and can be taken as a stand-alone course. Substantial synergies are gained by attending both courses and attaining extensive knowledge of the strategies, processes and methods used in creating successful new products.

**MBA Entrepreneurial Platform Seminar**

B63 560C  
TH 4:00-5:20 pm  
Target audience: First year MBA students  
Instructor: Doug Villhard  
This course is designed to expose first-year MBA students to potential careers in entrepreneurship and corporate innovation through access to numerous guest speakers.

**Mobile Application Development**

E81 438S  
M/W 10:00-11:20 am  
Target audience: Undergrad and graduate students  
Instructor: Todd Sproull  
Learn how to create iOS apps in the Swift programming language. This course covers a variety of topics in the development of modern mobile applications, with a focus on hands-on projects. Prerequisite: CSE 247

**Multidisciplinary Design & Prototyping**

E37 312  
Three sections: T 11:30 am-12:50 pm; W 1:00-2:20 pm; TH 11:30 am-12:50 pm  
Target audience: All majors and disciplines  
Instructor: Jackson Potter  
This hands-on course introduces students to the engineering design process and a variety of prototyping tools and techniques. The purpose of this project is to create innovative, low-cost and effective devices to meet the needs of more gamers with disabilities. Prerequisite: Application required

**Private Equity - Methods**

B52 400L  
T/TH 8:30-9:50 am (Mini-A)  
Target audience: Undergrad students  
Instructor: Buddy Soubra  
This course provides students with an understanding of the basic terminology, due diligence, and analytical methodologies critical to evaluating Private Equity investments. Prerequisite: FIN448

**Private Equity- Practice**

B52 400M  
T/TH 8:30-9:50 am (Mini-B)  
Target audience: Undergrad students  
Instructor: Buddy Soubra  
The capstone for students interested in a careers in private equity. Students will develop practical skills for investing in private companies. Prerequisite: FIN448 and FIN 400L
Private Equity – Methods
3 sections available, Mini-A
Target audience: MBA and MSF students only
Instructor: Buddy Soubra
This course will provide the student with an understanding of the basic terminology, due diligence and analytical methodologies critical to evaluating Private Equity investments.

Private Equity – Practice
T/TH 8:30-9:50 am, Mini-B
Target audience: MBA and MSF students only
Instructor: Buddy Soubra
This course is the capstone for students interested in pursuing careers in private equity. Students will develop practical skills for investing in private companies. Prerequisite: Private Equity Methods and instructor approval

Rapid Prototype Development and Creative Programming
E81 330S/ E81 503S
Three sections: M/W 11:30 am-12:50 pm
Target audience: Undergrad and graduate students
Instructor: Todd Sproull
Develops skills in rapid prototyping. Prerequisite: CSE 131

Science of Biotechnology
L41 2010/ L61 2010
T/TH 3:30-4:50 pm
Target audience: First and second year students, especially those interested in the Biotechnology Explorers Program.
Instructor: Joseph Jez
This course introduces topics for science and engineering majors with an interest in biotech and teaches scientific concepts to business students considering careers in biotech management and entrepreneurship. Prerequisite: Enrolled in Biotechnology Explorers Program

The Science, Medicine and Business of Drugs & Vaccines
L41 5079
T/Th 9:30-10:30 am
Target audience: grad and undergrad students
Instructor: Mike Kinch
An overview of the history of research and development in the biotechnology and pharmaceutical industries, with emphasis upon understanding a blend of the scientific, public health, regulatory and business decisions that have shaped the pharmaceutical industry over the past eight decades.

Small Business Initiative
M 4:00-9:15 pm
Target audience: Undergrad students
Instructors: Steve Malter
Offers students the opportunity to gain small business experience through consulting projects with small businesses. Each student is expected to spend a minimum of 150 hours during the semester on the project. Prerequisite: Application required

**Social Entrepreneurship**
Days/Times TBD
Target audience: Grad students
Instructor: Heather Cameron
Intended to develop an understanding of how social entrepreneurs have responded to social challenges through creating companies. Students will work with selected student and community entrepreneurs to develop a business impact plan. Prerequisite for SW students: S15-5038

**Social Entrepreneurship (U College)**
U44 410/ U76 450/ U87 450
Online, asynchronous
Target audience: Grad and undergrad students
Instructor: Marlene Levine
This course links the passion of a social mission with the discipline and skills of successful business performance to explore the issues, concepts, and processes associated with social entrepreneurship.

**Social Impact: Planning, Measuring, Building**
Days/Times TBD
Target audience: Undergrad students
Instructor: Heather Cameron
Designed for students interested in understanding how social change and social impact can be achieved, borrowing tools and approaches from a broad spectrum of disciplines. The course is based around social impact as a concept, measuring social impact and building institutions, and partnerships around social impact.

**Social Innovation**
Days/Times TBD
Target audience: Grad students
Instructor: Heather Cameron
Focuses on the history of social innovation, the meaning of social innovation in our time, and practical strategies to build skills for social innovation. Detailed case examples of social innovation in different spheres and sectors will be presented, including the instructors’ experiences in social innovation. Prerequisite for SW students: S15-5038

**Sports Entrepreneurship & Emerging Technologies**
B53 356E
T/TH, 11:30 am-12:50 pm
Target audience: Undergrad students
Instructors: Mike Bynum & Art Chou
An introduction to the concepts, theories, and practices unique to sports entrepreneurship and emerging technology. This course seeks to understand the Fundamentals of Early-Stage Companies and their growth trajectories from Idea to Exit.

**Sustainability Exchange**  
L82 405/ I50 405 / E44 412  
T/TH 2:30-3:50 pm  
Target audience: Undergrad students  
Instructors: Carolyn Cosgrove Payne, David Webb  
The Sustainability Exchange will bring together students working in trans-disciplinary teams to tackle real-world energy, environmental, and sustainability problems through an experiential form of education.

**Sustainability in Business**  
L82 105  
T/TH 10:00-11:20 am  
Target audience: Undergrad students  
Instructor: David Webb  
Explore key concepts, debates, and issues driving sustainability in business. We will also look at various sustainability tools, principles, and frameworks that business can use to better understand the natural systems from which sustainability is derived and upon which all organisms and organizations rely to sustain their own existence.

**Taylor Community Consulting Project**  
B53 401T/ B63 501T  
M 4:00-9:15 pm  
Target audience: Undergrad and grad students  
Instructor: Mark Soczek  
This is a consultative experiential course that partners students with local, regional, and national non-profits to support their strategic development. Students work in four-six person teams on consulting projects, applying insights from their course work to real-world business problems. Each student is expected to spend a minimum of 150 hours during the semester on the project. Prerequisite: Application required

**Understanding Emerging and Disruptive Technologies**  
T55 510  
M 6:00-9:00 pm  
Target audience: Graduate/Continuing Education students  
Instructors: John Bade, Sara Gehr  
Numerous technologies are threatening disruption today: block chain, Internet of Things (IoT), artificial intelligence, autonomous vehicles, unmanned aerial vehicles (UAVs), 3D Printing, 5G wireless networks, gene editing. Understanding what they are and how they might disrupt will make or break countless companies in the coming years. Prerequisite: Graduate standing
Venture Capital Methods
B52 400W
M 4:30-7:30 pm, Mini-A
Target audience: Undergrad students
Instructor: Jeremy Degenhart
Students are exposed to the process of analyzing, valuing and structuring potential equity investments in privately-held, entrepreneurial, venture-stage businesses. Prerequisite: FIN 340 and either FIN 441 or MGT 421.

Venture Capital Practice
B52 400X
M 6:15-9:16 pm, Mini-B
Target audience: Undergrad students
Instructor: Jeremy Degenhart
This course is the capstone for students interested in early stage investing. The course objective is to develop practical skills for angel and early-stage investing in private companies. Prerequisite: FIN 400W and instructor approval.

Venture Capital Methods
B62 500W
Three sections available, Mini-A
Target audience: Graduate Business Master Students only
Instructor: Jeremy Degenhart
This course provides basic terminology and tools used in evaluation of early-stage venture investing. The course will also cover the history of venture capital and discuss the different strategies that a venture capital firm could utilize.

Venture Capital Practice
B62 500X
M 6:15-9:16 pm, Mini-B
Target audience: Graduate Business Master Students only
Instructor: Jeremy Degenhart
This course is the capstone for students interested in early stage investing. The course objective is to develop practical skills for angel and early-stage investing in private companies. Prerequisite: FIN 500W and instructor approval.
HONORS IN INNOVATION AND ENTREPRENEURSHIP

Students from all disciplines and all levels are eligible to earn Honors in Innovation & Entrepreneurship from the Skandalaris Center. This is a recognition for students who have shown exemplary involvement in innovation and entrepreneurship during their time at Washington University.

Honors are earned by accumulating points through a combination of curricular and co-curricular activities. Students in any degree program or school may apply for the appropriate recognition. Each year in April, students who complete the requirements will be recognized at the annual Entrepreneurship Awards.

By working towards Honors in Innovation and Entrepreneurship, you will:

• Build your skills in innovation and entrepreneurship, both in and out of the classroom
• Meet and collaborate with other students who are pursuing different disciplines and degrees than you
• Connect and network with the St. Louis entrepreneurial community
• Enhance your resume to be a more competitive applicant during your job search

REQUIREMENTS

Students must earn a total of six points from the following lists of activities. At least two points must be earned from the Training category and at least two points from the Experience category.

Students may track their progress on the checklist and apply for the recognition through Jessica Weldon. The Skandalaris Center will be responsible for advising and verifying students’ progress. Students can apply for honors in their final semester.

Note: This program is not an academic award and will be granted by the Skandalaris Center. This will not appear on your official transcript; however it is ideal for your resume. Honors in Entrepreneurship can be added as an accomplishment on your unofficial transcript.
### Training
(at least 2 points must be in training)
U=Undergraduates, G=Graduate Students

<table>
<thead>
<tr>
<th>Activity</th>
<th>Class Level</th>
<th>Point(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical / Intro Course</td>
<td>U / G</td>
<td>1</td>
</tr>
<tr>
<td>Workshops through SC or similar support organization</td>
<td>U / G</td>
<td>1/4 point each</td>
</tr>
<tr>
<td>Participate in a faculty-sponsored research project related to innovation or entrepreneurship</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Entrepreneurial Scholar</td>
<td>U</td>
<td>1</td>
</tr>
</tbody>
</table>

### Experience
(at least 2 points must be in experience)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Class Level</th>
<th>Point(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential Course (hands-on, i.e. Hatchery, CEL, etc.)</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Compete in any WashU or non-WashU hackathon, idea challenge, etc.</td>
<td>U / G</td>
<td>1 or 2</td>
</tr>
<tr>
<td>Compete in any SC business plan competition/hackathon, patent/idea challenge</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Be a member of a WashU student organization focused on innovation/entrepreneurship</td>
<td>U / G</td>
<td>1</td>
</tr>
<tr>
<td>Participate and present at Demo Day on a Sling Health/ DFA/ (or similar project) team</td>
<td>U / G</td>
<td>1</td>
</tr>
<tr>
<td>Pitch at an IdeaBounce®</td>
<td>U / G</td>
<td>1</td>
</tr>
<tr>
<td>Activity</td>
<td>Class Level</td>
<td>Point(s)</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------------</td>
<td>----------</td>
</tr>
<tr>
<td>Active service to the Entrepreneurial Student Advisory Committee</td>
<td>U / G</td>
<td>1</td>
</tr>
<tr>
<td>Hold Position as a Club Officer in an appropriate student group</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Lead a SlingHealth, DFA, BALSA, etc. Team</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Substantial freelance and/or consulting experience</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Participate in Skandalaris’ Immersive Experience Program as part of Bear Beginnings</td>
<td>U</td>
<td>1</td>
</tr>
<tr>
<td>Complete an Internship with a startup organization</td>
<td>U / G</td>
<td>2</td>
</tr>
<tr>
<td>Own and operate your own business while in school (outside of StEP) or start a new StEP Business</td>
<td>U / G</td>
<td>3</td>
</tr>
<tr>
<td>Student Entrepreneurial Program (StEP)</td>
<td>U</td>
<td>2</td>
</tr>
<tr>
<td>InSITE Fellowship</td>
<td>G</td>
<td>2</td>
</tr>
<tr>
<td>Pivot 314 Fellowship</td>
<td>G</td>
<td>2</td>
</tr>
<tr>
<td>St. Louis Entrepreneurial Fellowship (2 for experience, 1 for course)</td>
<td>U</td>
<td>3</td>
</tr>
</tbody>
</table>

Details and registration forms can be found at [skandalaris.wustl.edu/sc-programs/honors-in-innovation-and-entrepreneurship](skandalaris.wustl.edu/sc-programs/honors-in-innovation-and-entrepreneurship)
PHD CITATION IN ENTREPRENEURSHIP

Ph.D. students who are interested in developing skills and experiences in entrepreneurship and innovation can apply for an Entrepreneurship Citation. Any Washington University in St. Louis, degree-seeking Ph.D. student is eligible. Ph.D. students must acquire approval from their Dissertation Adviser.

REQUIREMENTS

Ph.D. students interested in earning an Entrepreneurship Citation must successfully obtain at least 10 points, accumulated through entrepreneurship training and experience. See https://skandalaris.wustl.edu/sc-programs/entrepreneurship-citation/ for a list of activities and points.

<table>
<thead>
<tr>
<th>Entrepreneurial Training</th>
<th>Up to 4 points (at least 2 from curriculum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial Experiences</td>
<td>At least 6 points (at least 3 from the advanced category)</td>
</tr>
</tbody>
</table>

Entrepreneurial Training – develop an innovation-seeking perspective and identify entrepreneurial opportunities; training also provides the opportunity to collaborate across disciplines.

Entrepreneurial Experiences – develop an innovative mindset and achieve self-efficacy; expand communication and collaborative abilities across disciplines; increase adaptability and comfort level with uncertainty; identify strengths, motivations, and career aspirations.

In addition, Ph.D. students will obtain at least three formal written references from their entrepreneurial experiences; and submit a written self-evaluation.

Ph.D. students will track and submit experiences using the registration form and submit the completed form to Jessica Weldon in the Skandalaris Center.

See skandalaris.wustl.edu/sc-programs/entrepreneurship-citation for more information.
SKANDALARIS COMPETITIONS

IDEABOUNCE®

IdeaBounce® is both an online platform and event for sharing ideas and making connections. This is an opportunity to pitch an idea (no matter how “half-baked”), get feedback on it, and make connections. Inventors, founders, and startups from all across the St. Louis region, and those interested in supporting them, are invited to attend.

During an IdeaBounce® event, attendees have two minutes to deliver an elevator pitch on their idea, followed by networking to receive feedback and advice to support the idea in moving forward. IdeaBounce® events take place multiple times per semester. See skandalaris.wustl.edu/sc-programs/ideabounce for more information. Check skandalaris.wustl.edu/events for the next IdeaBounce®.

SKANDALARIS VENTURE COMPETITION

Any current WashU student or alumnus within one year of graduation can get help developing their early-stage idea, invention or venture in the Skandalaris Venture Competition (SVC). This competition provides expert mentorship to new ventures and startups to ready them for commercializing their idea, launching, and pitching to investors.

Teams develop an IdeaBounce® post, a 2-minute video pitch, and a one-page written summary. Teams selected as a finalists create a financial projections page and a pitch that is presented for a Q&A session with judges. Up to $22,500 in awards is available. SVC runs twice a year on a semesterly cycle.

For more information visit: skandalaris.wustl.edu/sc-programs/svc
The Global Impact Award (GIA) was founded in 2013 to support the vision and passion of WashU students, postdoctoral researchers, and recent alumni who are creating ventures that are scalable, sustainable, and quick-to-market with proof of concept and a broad impact. This award, provided by and named for WashU alumnus Suren G. Dutia and his wife Jas K. Grewal, invests in individuals and high-growth entrepreneurial ventures that apply technology for developing for-profit/nonprofit solutions that spur economic growth and catalyze social change.

The award provides this support to selected teams to help them achieve their highest potential. The process provides much more than funding; through the experience, entrepreneurs learn and develop their personal networks as well as their ventures.

Applications for GIA typically open in the fall each year and conclude with finalists’ presentations in April. For more information visit: skandalaris.wustl.edu/sc-programs/global-impact-award
ENTREPRENEURSHIP MAJOR

Undergraduates pursuing a BSBA degree choose to major in entrepreneurship. Undergraduates who study entrepreneurship learn to develop an entrepreneurial spirit. They challenge current models and drive social and economic impact. These students are able to nimbly and rapidly respond to change. With a major in entrepreneurship, BSBAs learn to think innovatively, no matter the size or location of the organization.

A major in entrepreneurship requires a minimum of 15 units in entrepreneurship-related courses. Core requirements include MGT 421/460L Entrepreneurship or Social Entrepreneurship and MGT 424 Business Planning for New Enterprises. Electives consist of at least 9 units, with three each from experiential electives, industry electives, and skill electives. BSBA degree and business major requirements vary by graduation year.

See olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/majors.aspx for a list of courses and requirements.

ENTREPRENEURSHIP PLATFORM (MBA)

WashU Olin’s top-ranked entrepreneurship program works because students are challenged to do more. By enrolling in Olin’s MBA entrepreneurship platform, students learn to fall in love with a customer’s problem, how to do something about it and how to leverage our entrepreneurial ecosystem in St. Louis and around the world.

The program starts exposing students to entrepreneurship and innovation around the world as part of their global immersion. By the end of the program, MBAs will be prepared to work in corporate innovation, small business, family business, nonprofits or consulting. These skills also scale to venture capital and private equity firms, and launching a commercial or social startup.

See olin.wustl.edu/EN-US/academic-programs/full-time-MBA/academics/platforms-and-concentrations/Pages/entrepreneurship.aspx for a list of courses and requirements.
ENTREPRENEURSHIP MINOR

Undergraduate students in Arts & Sciences, the Sam Fox School, or the School of Engineering may earn a Minor in Entrepreneurship through the Olin Business School. This minor is designed for students who wish to participate in the commercial entrepreneurship process as a collaborator rather than founder. The learning goal is to introduce non-Olin students to the language of business and allow them to contribute on entrepreneurial teams. The students have the opportunity to build on ideas, skills, inventions, and perspectives from their primary discipline to enhance the creativity and excitement of the entrepreneurial process.

See [olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/majors.aspx](http://olin.wustl.edu/EN-US/academic-programs/bs-business-administration/academics/Pages/majors.aspx) for a list of courses and requirements.

MINOR IN BUSINESS OF THE ARTS

The Olin Business School offers a Minor in the Business of Arts to any undergraduate day division student. The Business of the Arts minor equips you to successfully navigate the “creative tension” between the artistic pursuit and economic necessity.

This minor is designed for:
- Students interested in launching an entrepreneurial startup venture around their artistic pursuit
- Students interested in a management position with an arts-related nonprofit
- Traditional business students looking for a career at a for-profit organization with a creative bent

See [olin.wustl.edu/EN-US/partners-resources/arts-business/Pages/default.aspx](http://olin.wustl.edu/EN-US/partners-resources/arts-business/Pages/default.aspx) for a list of courses and requirements.
MINOR IN THE BUSINESS OF SOCIAL IMPACT

The Olin Business School offers a Minor in the Business of Social Impact to any undergraduate day division student. All required courses must be taken at the Olin Business School for a grade.

See [olin.wustl.edu/docs/BSBA/BSBA-Minor-Business-Social-Impact.pdf](http://olin.wustl.edu/docs/BSBA/BSBA-Minor-Business-Social-Impact.pdf) for a list of courses and requirements.

SOCIAL ENTREPRENEURSHIP SPECIALIZATION

This specialization provides the next generation of changemakers with the skills and perspectives needed to thrive in any sector of the economy. Ours is the only social entrepreneurship program in the country cross-listed between a school of social work and a school of business, and it prepares students to compete in a global workforce that increasingly demands an understanding of both business and social service principles.

Combining the rigor of a top-ranked MSW program with the real-world knowledge of practicing social entrepreneurs, this curriculum prepares students to be leaders and innovators in the dynamic nonprofit, corporate or public sector roles that they’re likely to find themselves in throughout their careers, both domestically and abroad.

Whether students are interested in launching a nonprofit or social enterprise, or seek to innovate within existing organizations, this specialization qualifies them for employment in a variety of leadership and management roles.

See [brownschool.wustl.edu/Academics/Master-of-Social-Work/Pages/Social-Entrepreneurship-Specialization.aspx](http://brownschool.wustl.edu/Academics/Master-of-Social-Work/Pages/Social-Entrepreneurship-Specialization.aspx) for a list of courses and requirements.
ADDITIONAL EXPERIENTIAL OPPORTUNITIES

WashU Olin’s Center for Experiential Learning links theory and the world of business, bringing classroom learning to life. With faculty support and guidance, students apply leading-edge practices and practical management solutions to real-world business challenges.

The CEL offers eight challenging programs geared to build a résumé. These programs are designed to help students develop business management consulting competencies including project management, critical thinking, problem formulation, and leadership and communication skills.

The CEL works locally and globally with organizations ranging from startups and nonprofits to Fortune 50 firms and multinational corporations. Student-driven consulting teams, diverse in experience and disciplines, are assembled to deliver critical information and/or insightful recommendations to move businesses forward.

See olin.wustl.edu/EN-US/partners-resources/Center-for-Experiential-Learning/Pages/students.aspx for more information.
ABOUT THE SKANDALARIS CENTER

INNOVATING SINCE 2001

In 2001, a generous gift from Bob Skandalaris established the Skandalaris Entrepreneurship Program (SEP) within the Center for Experiential Learning in the Olin Business School. Two years later, then Chancellor Mark S. Wrighton, the late Vice Chancellor for Students James McLeod, Professor C-P Yin, and SEP Director Ken Harrington received funding from the Kauffman Foundation to expand the program into a full, cross-campus initiative as the Skandalaris Center for Entrepreneurial Studies. Additional Gifts from the Skandalaris Family and other generous donors continued to fuel the growth of the entrepreneurial ecosystem.

In 2014, the Center took on its current name – the Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship – to reflect the University’s additional focus on innovation. That same year, Emre Toker was named Managing Director of the Center. In 2016, the Center moved to its new, innovative space in Mallinckrodt (Danforth Campus) which was intentionally designed to inspire creativity, innovation, and entrepreneurship in a interdisciplinary environment, independent of any university school and open to everyone. The Center’s current Managing Director, II Luscri, began his tenure in 2018 and concurrently serves as the University’s Assistant Vice Provost for Innovation and Entrepreneurship. 2018 also marks the year the Center opened a physical location in the North Building at the University’s Medical School Campus.

As an interdisciplinary center, our initiatives serve students, faculty, staff, and alumni from all levels and disciplines. The Skandalaris Center team is here to support startups at all stages. We have opportunities and resources to support entrepreneurs from idea to launch and beyond. We are dedicated to providing programs, services, and opportunities for all members of the WashU community. We encourage individuals, startups, ventures, and teams to connect with us for help along your entrepreneurial journey.

Connect with us:
Web: sc.wustl.edu
Email: sc@wustl.edu
Social: @SkandalarisCtr
Newsletter: skandalaris.wustl.edu/get-connected
LINKS TO MORE INFORMATION ON ENTREPRENEURSHIP AT WASHU:

Skandalaris Center for Interdisciplinary Innovation and Entrepreneurship
sc.wustl.edu

IdeaBounce®
ideabounce.com

Center for Experiential Learning
olin.wustl.edu/EN-US/partners-resources/Center-for-Experiential-Learning/Pages/default.aspx

Entrepreneurial Support Organizations in St. Louis
skandalaris.wustl.edu/resources/resource-map/

Entrepreneurship and Intellectual Property Law Clinic
law.wustl.edu/academics/clinical-education-program/entrepreneurship-and-intellectual-property-clinic/

Holekamp Seed Fund
sites.wustl.edu/holekampseedfund/

Office Of Technology Management (OTM)
otm.wustl.edu

Social Enterprise and Innovation Lab
sei-lab.wustl.edu

Technology and Leadership Center
tlcenter.wustl.edu

The Balsa Group
balsa.org