Encouraging Entrepreneurship Among Engineering Students

The Innovation and Entrepreneurship program is facing low student enrollment. The entrepreneurial organizations at Wayne are disconnected and many of the events each organization holds overlap with one another. We recommend that WSU redesigns the entrepreneurial ecosystem on campus using a student-centered approach in a way that will condense these organizations & make it easier to get involved in entrepreneurship.

Technical Objectives

1. Increase student awareness of entrepreneurial resources at WSU
2. Increase student enrollment in entrepreneurship courses
3. Create a student-lead organization to promote entrepreneurship

Next Steps for Development and Test

Based on our research we recommend that Wayne State University does the following:

- Consolidate all entrepreneurial related offerings into one student-led center which places emphasis on collaboration & creativity
- Utilize Handshake & Blackboard to post about offerings & act as a resource to get students in touch with other students across disciplinary lines
- Conduct a “customer discovery” survey to find out which offerings, curricular or otherwise, are most sought after by employers

Commercialization Plan & Partners

We will be willing to work with entrepreneurship and engineering faculty to help redesign the entrepreneurial ecosystem.

The biggest challenge facing implementing our recommendations entails collaboration amongst currently competing department heads.

References

Aubrey Agee, Personal Communication
Elizabeth Kondrat, Personal Communication
Erin Rook, Personal Communication
Jeff Stoltman, Personal Communication
Gary Witus, Personal Communication