

ES 414: Undergraduate Entrepreneurship Practicum

Fast Facts:

- This is a **hands-on, project-based** course
- You will learn useful skills, methods and tools **from the front lines of entrepreneurship & innovation**
- Enrollment is **limited to 40** students
- Meets **MW 1:00-2:30 pm**
- Co-taught by:
 - Ross faculty member & ZLI Entrepreneur-in-Residence **Josh Botkin**
 - Eugene Applebaum Professor of Entrepreneurial Studies **Stewart Thornhill**

Additional Details:

Welcome, Entrepreneurs & Innovators! ES 414 will provide you with first-hand entrepreneurial experience within a **structured, supportive context**. You will have the opportunity to draw upon and apply the knowledge you have gained in previous classes. You will also learn – and put into practice – **valuable new tools and techniques** that can help you to **successfully identify, assess, and pursue attractive business opportunities**.

During the course, you will learn about a broad range of **important entrepreneurial activities**, including: **Identifying significant unmet needs; Solution ideation; Business model generation;** Marketing and selling; Negotiation; and more.

In addition to **team project work**, ES 414 will include some **lectures** and **guest speakers, discussions** and **exercises** designed to help you understand and apply these tools and techniques.

The Entrepreneurship Practicum will require creativity, resourcefulness, and hard work. But our goal is to make it a **rewarding (and hopefully enjoyable) experience** for those who participate. By the end, you should be able to identify/assess attractive business opportunities and have a better sense of how to foster an “**entrepreneurial mindset**.” Most importantly, you will **have a deeper understanding of how to create value for your customers, for other members of the value chain/ecosystem, and for your company**.

Comments From a Few Past ES 414 Students:

- “I enjoyed how the course incorporated all aspects of what I learned at Ross, from finance to strategy to marketing. It allowed me to put everything together when considering the situation of a start-up or newly developed company. It was also very applicable to real life situations as we often discussed companies and what they've done with their business plans in the past.”
- "Great class and glad I took it during my last semester of senior year!"
- “I can't think of a better way to end my Ross career than with this class.”

Should *you* take this course? Only if you...

- Might one day want to **start a business or social venture**
- Are interested in **working for an existing startup**, now or in the future
- Plan to **work at a large company or nonprofit organization** and want to contribute to **innovative projects that help drive the company's growth**