

ES 414: Entrepreneurship Practicum

Fast Facts:

- Taught by Ross Lecturer & ZLI Entrepreneur-in-Residence **Josh Botkin**, who brings **real-world lessons** from his work with **innovative startups** (including unicorn **HistoSonics**) and **Fortune 500 firms**
 - You will learn **useful skills and tools** from the **front lines of entrepreneurship & innovation**
 - This is a **Ross professional capstone**, combining **action-based learning** and traditional pedagogy
 - Enrollment is **limited to 40** students
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Comments From Past ES 414 Students:

- “I can’t think of a better way to end my Ross career than with this class.”
 - “Great class. Glad I took it during my last semester of senior year!”
 - “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... [and] it was very applicable to real life situations.”
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Additional Details:

The ability to think and act like an entrepreneur is absolutely essential if one wants to create real value. This is true not only for startup founders & employees, but also for corporate employees & executives.

Whether you plan to start a company, work for a startup, or join a large organization, ES 414 will provide you with **valuable tools and skills that can help you succeed**. Through a combination of **action-based learning** (e.g., team and individual projects, in-class exercises, etc.) and traditional pedagogy (e.g., discussions, lectures, guest speakers, etc.), you will learn how to:

Identify and validate significant unmet needs; **Generate** innovative solutions that address those needs; **Develop** viable business models; **Decide** if/when to raise external capital; **Foster** an entrepreneurial mindset; and more.

Most importantly, you will gain a deeper understanding of how to **create value for your customers**, for **others within the value chain**, for **your company**, and for **yourself**.

ES 414 requires **creativity**, **resourcefulness**, and **hard work**. Our goal is to make it a **rewarding experience** – providing knowledge & skills that will serve you well throughout your life and career.

Should I Take This Course?

YES, if you...

- Might one day **start a business** – a terrific path to creating value for yourself and others;
- Might one day **work for an existing startup** -- another great way to create/capture value;
- Plan to **work at a large company**, and you want to use **innovation** to help:
 - **Fuel the company’s growth**, and
 - **Fast-track your own career**.