

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 medtech 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** and **there is always a wait list**. (So bid accordingly!)
 - Requires **creativity, resourcefulness, and hard work** – in exchange for **useful knowledge, skills**, and a **learning experience** designed to serve you well throughout your career and life.
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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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Should I Take This Course?

YES, if you...

- Want to learn how to **create significant economic and/or social value** via **innovation**;
- Might one day **start a business** – a terrific path to creating value for yourself and others;
- Might **work for an existing startup** – another great way to create/capture value;
- Might **work at a large company**, and you want to use **innovation** to help:
 - **Fuel the company’s growth**, and
 - **Fast-track your own career**;
- Might **invest in startups** (as a **venture capitalist** or an **individual investor**).