

MINORS

ENTREPRENEURSHIP MINOR

Our Mission:

Students who minor in Entrepreneurship will dive deep into the world of start-ups, small businesses, and solo-preneurship within the Creative Economy. This minor will prepare students to enrich our world by forming their own studio, office, firm or organization, develop their work (products and services), and market themselves for visibility, recognition, and success.

Participating Departments:

Program Learning Outcomes

Otis College Interdisciplinary Studies: Entrepreneurship Minor Program Learning Outcomes are action words describing our approach to learning, and what we commit to our students.

Entrepreneurship Minor Students Will:

Grow

Entrepreneurship Minor student work will demonstrate: Disciplinary Knowledge and Skills • Proficiency in Industry-Standard Skills, Technologies, and Processes • Cross-Disciplinary Awareness and Practice Audience-Focused Research, Historical Context, and Field-Specific Discourse • Capacity to Identify and Solve Creative Problems Capacity to identify and solve problems, identify and understand target audiences, evaluate market competition, calculate expenses and profit / loss forecasts, and make sound business decisions that support creative and entrepreneurial practices.

Dare

Entrepreneurship Minor student work will demonstrate: Innovation • Experimentation and Play • Bravery in their Work and their Interactions with Others Developed entrepreneurial concepts, pursuits and exercises that shape the future creative economy and, where appropriate, challenge the status quo in ideation, leadership, methodology or specific business practices.

Reflect

Entrepreneurship Minor student work will demonstrate: Self-Awareness • Capacity to Communicate (Orally, Written, and/or Visually) about their Practice • Capacity to Seek, Assemble, Evaluate, and Ethically Apply Information and Ideas from Diverse Sources Ability to clearly articulate one's entrepreneurial pursuits in ways that are compelling and convincing, supported by research and data. Analysis of Both Ethical and Aesthetic Impacts of Art and Design Demonstrate an awareness of the legal, social, ethical and environmental impacts of various art and design business models and practices.

Connect

Entrepreneurship Minor student work will demonstrate: Ability to Work Well, Collaborate, and Build Relationships across Differences in Identity, Perspective, Aesthetics and Disciplines Ability to leverage each collaborators' distinct strengths in support of shared vision and goals, and/or cross-promotion and support of each other's creative businesses. Awareness of Positionality – in the World, their Field, their Communities. • Integration of Skills and Concepts: Successful integration of skills, information and concepts between their majors and the Entrepreneurship minor, while understanding and articulating their position in their chosen fields.

Shine

Entrepreneurship Minor student work will demonstrate: Ability to define aspirations, future goals and their role within the creative economy. Defined aspirations, future goals and their role as a creative business person, whether in their own endeavors or in service of an employer. Awareness of audience and ability to cultivate relationships with others in their chosen fields. • Compelling presentation and exhibition skills, through Annual Exhibition, Capstone, and portfolios. Develop, pitch and launch a viable creative business that garners interest and support through cultivated relationships with potential collaborators, funders, clients, and customers. Proficiency in budgeting, time and project management. • Career readiness. Proficiencies in budgeting, time management, project ideation and management, constructive critique, personal initiative, leadership skills and an awareness of areas for growth.

Course Requirements

The following five courses are required to complete the Entrepreneurship minor, replacing both LAS and studio electives.

Course Descriptions

ENTR 301 - Intro to Entrepreneurship (3.00)

How can you turn your hard-earned art and design school education into a career? How can what you've learned and what you create be monetized to create a meaningful and sustainable life's work? This course introduces you to Entrepreneurship and the basics of creating and operating a business. You will learn concepts of visioning, planning and budgeting, fundraising, marketing, promotion and leadership, both in theory and in practice. You will be exposed to the legal and business underpinnings of operating any sort of enterprise, learn how to protect their art and their integrity, and discuss concepts of ethics within the context of the marketplace. In addition, the course will cover the tricks and techniques of pitching a project, as well as the necessary ingredients of a successful business plan. Guest speakers who have launched their own businesses (representing a wide range of art and design disciplines) will present best practices. Required for Entrepreneurship minors. Open to all others as a studio elective.

LIBS 317 - Social Entrepreneurship (3.00)

What role do non-profit entities play in the art world and beyond? What is social entrepreneurship? How do the goals of non-profit arts concerns differ from their for-profit counterparts? This course will examine the current climate for non-profit arts organizations generally and start-ups, in particular, especially those involved in public service, charity work, education, and social justice. Students will research and debate various issues while considering how these may affect their future endeavors. In addition, students will work in groups on a self-generated, unique social entrepreneurship project, where they are encouraged to address social, environmental, and/or cultural issues that interest and motivate them. Students will gain insight into the realities of managing a non-profit arts enterprise by participating in the simulated launch and management of the business concept they designed. Required for Entrepreneurship minors. Open as an elective for all other majors and minors

LIBS 318 - Business Communication (3.00)

What do you need when you have a product or idea for a business and you have an upcoming meeting with a potential angel investor or other funder? How do you present a proposal and tell the story of your brand, product or idea? How do you use the world of social media to enhance your business? How will you use words, pictures, video and other media to best pitch yourself and your business? Learn to hone your business communication tools for your enterprise or business in this course. Through case studies and critiques, you will learn the art of naming and creating taglines. You will do

market research, write a product positioning and a brand story. By semester's end, you will present your business proposal as a pecha kucha. Required for Entrepreneurship minors. Prerequisites: ENTR 301 - Intro to Entrepreneurship and MATH 137 - Mathematics of a Startup. Co-requisite: ENTR401 Launchpad.

ENTR 401 - Launchpad (3.00)

The time has come to employ what you've learned about Entrepreneurship and about yourselves as part of the Entrepreneurship Minor, through your major and all your other classes. What do you want to do and make professionally, and how can you monetize it to create a satisfying, challenging and sustainable career? Functioning as an Incubator this class provides you with the opportunity to define and develop the creative business you want to launch after graduation. In tandem with the Business Writing course, you'll focus on Strategic Planning, Business Plan writing, Marketing and Project Management, Business Loan and Venture Capital processes. You'll also receive expert advice from successful, creative entrepreneurs across a range of disciplines through one-on-one mentor meetings. You will be required to create real world, as well as more "academic," deliverables, and accurately chart out the beginnings of an actual business that will launch your career as a creative entrepreneur. Required for Entrepreneurship minors. Pre-requisite: Prerequisites: ENTR 301 - Intro to Entrepreneurship and MATH 137 - Mathematics of a Startup. Co-requisite: LIBS318 - Business Communication.

MATH 137 - Mathematics of a Startup (3.00)

This is primarily a project-based course - students will apply principles they learn in order to create their own business model or analyze a start-up venture and present their assessment to the class. One tool that will be used to provide the scaffolding for these exercises and group projects is The Business Model Generation Canvas. This is a widely used text by innovators and entrepreneurs globally, and maps out the different stages of a business life cycle: planning, raising capital, evaluation, restructuring, testing innovative ideas, mergers and acquisitions, and development. Students will study the building blocks of a business, analyze financial statements, and discuss their mathematical components. Required for Entrepreneurship minors. Open as an elective for all other majors and minors.

Electives

Course Title	Course Number	Credits
Social Entrepreneurship	LIBS 317	3.00
Mathematics of a Startup	MATH 137	3.00
Launchpad	ENTR 401	3.00
Business Communication	LIBS 318	3.00
ST: Design Lab	INTR 330	3.00
Story of Brand	LIBS 314	3.00

Elective Descriptions

LIBS 317 - Social Entrepreneurship (3.00)

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MATH 137 - Mathematics of a Startup (3.00)

The Business Model Generation Canvas is a tool used by innovators and entrepreneurs around the world in different stages of the business life cycle: planning, raising capital, evaluation, restructuring, testing innovative ideas, mergers and acquisitions, and development. Students will study the nine building blocks of a business, analyze financial statements, and discuss their mathematical components. This is a project-based course where students will apply the principles they learn to create their own business model or analyze a start-up venture and present their assessment. Required for Entrepreneurship minors.

ENTR 401 - Launchpad (3.00)

The time has come to employ what you've learned about Entrepreneurship and about yourselves as part of the Entrepreneurship Minor, through your major and all your other classes. What do you want to do and make professionally, and how can you monetize it to create a satisfying, challenging and sustainable career? Functioning as an Incubator this class provides you with the opportunity to define and develop the creative business you want to launch after graduation. In tandem with the Business Writing course, you'll focus on Strategic Planning, Business Plan writing, Marketing and Project Management, Business Loan and Venture Capital processes. You'll also receive expert advice from successful, creative entrepreneurs across a range of disciplines through one-on-one mentor meetings. You will be required to create real world, as well as more "academic," deliverables, and accurately chart out the beginnings of an actual business that will launch your career as a creative entrepreneur. Required for Entrepreneurship minors. Pre-requisite: Prerequisites: ENTR 301 - Intro to Entrepreneurship and MATH 137 - Mathematics of a Startup. Co-requisite: LIBS318 - Business Communication.

Pre-requisites: ENTR 400

LIBS 318 - Business Communication (3.00)

What do you need when you have a great product and a meeting with a potential investor or funder? How do you present a proposal and tell the story of your brand through social media? Learn to hone your business communication for your entrepreneurial endeavor, be it a complex business or a personal art or design practice in this online course. Through case studies and critiques, you will learn the art of creating mission statement and taglines. You will do market research, and write a product positioning, and brand story. You will communicate a business idea to potential investors through short form and expanded tools. These include Business Pitch, Mission Statement, company description, analysis of opportunities and advantages as well as social and sustainability impact.

Pre-requisites: ENTR 300

INTR 330 - ST: Design Lab (3.00)

Upper division studio courses that facilitate student work across media, genres and disciplines, while also developing skills in interdisciplinary thinking in a supportive community. Topics vary each semester. Examples include: Design Lab, Interdisciplinary Practices, Interdisciplinary Career Pathways Fulfills studio electives.

LIBS 314 - Story of Brand (3.00)

How is storytelling used to brand a product and how do brands tell stories through multiple platforms? How are Covid 19, #MeToo, Black Lives Matter, Climate Change, and the 2020 Presidential Election changing us and our stories? And how do these stories influence society, branding, and the narratives we tell of ourselves? This junior online elective will explore branding through the lens of history, mythology, psychology, and current events. We'll examine how popular brands have changed societies and how they do it. We'll investigate how narrative is intimately connected to our cognition of ourselves and our world and how it influences the way we evolve. Specifically, we will probe how it alters artists, designers, marketers, and storytellers in our newly configured world. By the end of the semester, students will use one of their own designs or an existing product to create a unified brand message that can live in multiple platforms.

*These courses must be taken as co-requisites.