



# Innovation, Creativity & Entrepreneurship

Bridging Disciplines Programs allow you to earn an interdisciplinary certificate that integrates area requirements, electives, courses for your major, internships, and research experiences.

The Innovation, Creativity, and Entrepreneurship BDP teaches you about the entrepreneurial, business, and creative skills needed to turn ideas and talents into ventures. Through an interdisciplinary program that combines courses from Business, Communication, Engineering, Fine Arts, and Liberal Arts, among others, you will learn how ideas, inventions, talents, and skills are developed and transformed into commercial and social ventures. At the same time, the program asks you to learn about the impact of startup culture on the entrepreneurial process and the history of innovation in the United States and around the world. With its focus on the creative process and the application of startup techniques across disciplines, this BDP can complement a wide range of majors.

Through a partnership with the Blackstone LaunchPad, students in this program have access to a broad network of mentors from the start-up world. In addition to their course and Connecting Experience requirements, students admitted to this BDP will participate in at least 6 hours of mentoring with a team tailored to their interests.

Upon completion of **19 credit hours** from the options listed to the right, you will earn a certificate in Innovation, Creativity & Entrepreneurship.

The Innovation, Creativity, and Entrepreneurship BDP is overseen by a panel of faculty members from across campus. Members include William Cunningham (Marketing), Josh Baer (Computer Science), Jamie Beard (Engineering), Wenhong Chen (Radio-Television-Film), Bobby Inman (Public Affairs), Mitch Jacobson (IC2 Institute), Art Markman (Psychology), Steve Nichols (Engineering), Jan Ryan (Design & Creative Technologies), Clay Spinuzzi (Rhetoric and Writing), and Paul Toprac (Computer Science).

The Bridging Disciplines Programs offer interdisciplinary certificates in the following areas:

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|-------------------------------------|---|
| Children & Society                  | Ethics & Leadership in Law, Politics & Government |
| Conflict Resolution & Peace Studies | Human Rights & Social Justice                     |
| Design Strategies                   | Innovation, Creativity & Entrepreneurship         |
| Digital Arts & Media                | Museum Studies                                    |
| Environment & Sustainability        | Public Policy                                     |
| Ethics & Leadership in Business     | Social Entrepreneurship & Non-profits             |
| Ethics & Leadership in Health Care  | Social Inequality, Health & Policy                |

For more information about the Bridging Disciplines Programs, visit FAC 338, go to [www.utexas.edu/ugs/bdp](http://www.utexas.edu/ugs/bdp), or call (512) 232-7564.

## Foundation Courses (7 Credit Hours)

Foundation courses introduce key methodologies and issues related to Innovation, Creativity & Entrepreneurship. **Choose one course from each of the following categories.**

### I. Forum Seminar

- ES 177: Longhorn Startup Seminar
- ITD 115: Creative Entrepreneurship

### III. Other Foundation Course

*For students in majors other than Business, choose one:*

- MKT 320F: Foundations of Marketing
  - MAN 320F: Foundations of Organizational Behavior and Admin
- For Business majors, choose one:*
- ADV 316: Creativity & American Culture
  - HDO 301: Introduction to the Human Dimensions of Organizations
  - UGS 303: Creative Problem Solving (First-year students only)

### II. Entrepreneurship Foundation Course

- B A 320F: Foundations Of Entrepreneurship (Only offered through UEX)
- MAN 327: Innovation/Entrepreneurship
- MAN 327E: New Venture Mechanics
- MAN 337: Tech Transfer/Entrepreneurship
- MAN 338: Lean Start-Up Essentials

## Connecting Experiences (3 Credit Hours)

Your BDP advisor can help you find internships and research opportunities that connect Innovation, Creativity & Entrepreneurship to your major. We call these opportunities "Connecting Experiences" because they play such an important role in integrating your studies. Students in this BDP might pursue an internship with a commercial or non-profit organization engaged in entrepreneurial ventures, participate in a faculty-led research project, design an independent research project, or develop a project for competitions such as the Blackstone LaunchPad Fish Bowl (<https://ugs.utexas.edu/blackstone-launchpad/programs/competitions>).

For more information and for examples of past connecting experiences, visit [www.utexas.edu/ugs/bdp](http://www.utexas.edu/ugs/bdp) and consult your BDP advisor.

## Strand Courses (9 Credit Hours)

In addition to your Foundation Courses and Connecting Experiences, you must complete 9 credit hours of strand courses. You should work with your BDP advisor to choose strand courses that will focus your BDP on your specific interests, and that will provide you with an interdisciplinary perspective on your BDP topic. In order to create an interdisciplinary experience, you must choose courses from a variety of disciplines. One strand course must focus on **Creativity** in your discipline or area of focus, and the remaining two courses should focus more broadly on **Innovation and Entrepreneurship** across disciplines. Note that only one of your strand courses may come from your major department(s), or from courses cross-listed with your major department(s); at least one strand course must come from a department outside your college or school.

Individual course listings are located on the opposite side of this page.

## Integration Essay

In order to complete your BDP certificate, write a 3-4 page integration essay in which you reflect on what you learned and accomplished through your BDP experience. This essay is your opportunity to draw connections among your interdisciplinary BDP coursework, your Connecting Experiences, and your major. For additional guidelines, please consult your BDP advisor.

Complete 9 credit hours of strand courses drawn from the list below. Please speak with your BDP advisor about your plan for fulfilling your strand course requirements. **Note that only one of your strand courses may come from your major department(s), or from courses cross-listed with your major department(s).** At least one strand course must come from a department outside your college or school. You must choose one course focusing on **Creativity** in your discipline or area of focus; your remaining strand courses may focus more broadly on **Innovation and Entrepreneurship** across disciplines. Courses counted toward your Foundation Course requirements may not also count toward your Strand Courses requirements.

### Creativity Courses (choose one course)

What does creativity look like in your field? Choose one strand course that allows you to explore the creative process or the history of innovation either in your own field or discipline or in a closely related field. If you're a chemistry major, for example, you might take a course dealing with innovation in the sciences, whereas a writer might take a creative writing course. You may choose a course from the list below, or you may petition for another course to count toward this requirement (not every discipline is represented in this list). Note that you must meet the prerequisites to register for any BDP courses, so not all of the courses on this list will be available to all students.

ADV 316: Creativity And American Culture  
 ADV 325: Introduction To Advertising Creativity  
 ARC 327C: Urban Design History/Theory/Crit  
 ARC 327R: Race And Gender: By Design  
 ARC 350R: When Topic Is Appropriate  
 ARI 338: Designing For Human Behavior  
 C S 373: Software Engineering  
 HIS 322M: History Of Modern Science  
 ITD 301D: Introduction To Design Thinking  
 M E 379M: Engineering Entrepreneurship  
 NTR 324: Advanced Food Science  
 PHY 474: Advanced Laboratory I  
 SOC 322C: Sociology Of Creativity  
 T D 314C: Design For Performance  
 TXA 214L: Product Development Lab

### Innovation and Entrepreneurship Courses (choose two courses)

Your remaining strand courses should provide you with perspectives on aspects of innovation, creativity, and entrepreneurship from disciplines other than your own. Note that some of the courses on this list will have prerequisites and may not be available for all students. Work with your BDP advisor to select strand coursework that fits with your interests.

#### Business

FIN 374S: Entrepreneurial Finance  
 I B 372: Exporting for Entrepreneurs  
 I B 372: Global Entrepreneurship  
 MAN 327E: New Venture Mechanics

### Innovation and Entrepreneurship Courses (Continued)

#### Business

MAN 338: Lean Start-up Essentials  
 MAN 347P: Entrepreneurship Practicum  
 MAN 366P/367P: Studies Socl Entrepreneurship  
 MIS 373: Open Innovation  
 MKT 372: Brand Management  
 MKT 372: Consumer Behav: Digital World  
 MKT 372: Design Thinking for Busn Innov  
 MKT 372: Marketing for Entrepreneurs  
 R M 357E: Intro to Risk Management

#### Communication

ADV 319: Psychology Of Advertising  
 ADV 332C: New Media Entrepreneurialism  
 ADV 332D: Entrepreneurialism In Comm  
 ADV 378: Technology Marketing & Adv  
 CMS 306M: Professional Communication Skills  
 CMS 310K: Team-Based Communication  
 CMS 313M: Organizational Communication  
 CMS 337: Building Sales Relationships  
 CMS 341: Digital Communications  
 CMS 353C: Communication For Innovation  
 J 331F: Entrepreneurial Journalism  
 J 331M: Media Innov Entrepreneurship  
 P R 332C: New Media Entrepreneurialism  
 RTF 303C: Intro To Media Ent Industries  
 RTF 347C: How Hollywood Works-LA  
 RTF 347C: Enter Indust: Big Picture-L A  
 RTF 347P: The Business of Hollywood  
 RTF 348: Devel Process Film/TV-L A  
 RTF 348: Inside The Music Industry-L A

#### Fine Arts

DES 309: Introduction To Design  
 DES 322: Design And The Social Environment  
 DES 322: When Topic Is Appropriate  
 DES 346: Project Studio  
 ITD 104: Design In Business  
 ITD 350: Women in Entrepreneurship  
 ITD 370: Machine Learning Design Studio  
 ITD 370: When Topic Is Appropriate

#### Liberal Arts

ECO 349K: Economics of Entrepreneurship  
 HIS 322M: History of Modern Science  
 HIS 350R: Hist Black Entreprn in US  
 M E 379M: Engineering Entrepreneurship  
 PHL 322: Science and the Modern World  
 PSY 319K: Social Psychology  
 RHE 328: Writing for Entrepreneurs

### Innovation and Entrepreneurship Courses (Continued)

#### Natural Sciences and Engineering

BIO 301D: Bio for Business/Law/Lib Arts  
 C S 374L: Longhorn Startup  
 CHE 379: Adv Innov Tech for Beg-JPN  
 CHE 379: Engineering Global Health-Esp  
 CHE 379: Entrepreneurship  
 CHE 379: Nanotechnology Innovation-Esp  
 E S 301: Engr Design/Problm Solving  
 E S 377: Grand Challenges-21St Century  
 E S 377E: Longhorn Startup Lab  
 NSC 324: IntlctI Prpty Law for Tech  
 SDS 306: Statistics in Market Analysis  
 TXA 361: Consumer Behav in The Mktplace

#### School of Information

INF 315C: User Experience Design  
 INF 315C: User Research  
 INF 327E: Competv Intel Resources/Strats

\*Course is taught in Los Angeles as part of the UT-LA program

### Important Notes on Fulfilling Your BDP Requirements

- **BUSINESS STUDENTS:** Students with a major in the Business School may not count Business Foundations courses toward their BDP requirements.
- **PREREQUISITES:** Some courses may have prerequisites. Please consult your BDP advisor to determine your eligibility for enrolling in specific courses.
- **CROSS-LISTINGS:** Note that many courses on this list may be cross-listed with other departments. You may take these courses under any of the cross-listed numbers. Please consult the course schedule or your BDP advisor for cross-listing information.
- **GRADES AND GPA REQUIREMENTS:** In courses taken for a letter grade, you must obtain a grade of C- or better to meet BDP requirements. The cumulative GPA of all courses counting toward your BDP certificate must be at least 2.0.
- **PASS/FAIL:** Only one BDP course, including connecting experience courses, may be taken pass/fail. Any exceptions will be considered by the faculty panel on an individual basis.
- **SIGNATURE COURSES:** Many of the First-Year Signature Courses (UGS 302 and UGS 303) that include significant content related to Innovation, Creativity & Entrepreneurship may also count toward your certificate; please consult your BDP advisor for more information.
- **PETITIONS:** You may be able to count courses toward your BDP certificate that do not appear on this curriculum sheet, if enough of the course content relates to your BDP topic. Please consult your BDP advisor if you would like to petition for a course to count toward your BDP.