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.

Foundation Courses (7 Credit Hours)

Choose one course from each of the following categories.

I. Forum Seminar
   - E S 177: Longhorn Startup Seminar
   - ITD 115: Creative Entrepreneurship

II. Entrepreneurship Foundation Course
   - For Business majors, choose one:
     - MAN 327: Innovation/Entrepreneurship
     - MAN 327E: New Venture Mechanics
     - MAN 337: Tech Transfer/Entrepreneurship
     - MAN 338: Lean Start-Up Essentials
   - For students in majors other than Business, choose one:
     - MKT 320F: Foundations of Marketing
     - MAN 320F: Foundations of Organizational Behavior and Admin

III. Other Foundation Course
   - For students in majors other than Business, 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)

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 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.
BUSINESS STUDENTS:

GRADES AND GPA REQUIREMENTS:

PASS/FAIL:

CROSS-LISTINGS:

PETITIONS:

SIGNATURE COURSES:

PREREQUISITES:

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

**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: Intnlcl Prty Law for Tech
- SDS 306: Statistics in Market Analysis
- TXA 361: Consumer Behav in The Mkplace

School of Information
- INF 315C: User Experience Design
- INF 315C: User Research
- INF 327E: Comptevt 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.

(Updated: August 2019)