



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 & Entrepreneurship BDP helps you develop skills to bring creative thinking and an entrepreneurial mindset to your career goals, whether you're interested in turning your ideas into a new venture or initiative, being part of a startup team, or bringing creative new ideas into more established organizations. Some of the skills and qualities you'll learn as you cultivate an entrepreneurial mindset include idea generation, design and prototyping, problem-solving, pitching your ideas, teamwork and collaboration, resilience, flexibility, and a tolerance for risk. Through an exciting interdisciplinary program that combines courses from Business, Communication, Engineering, Fine Arts, and Liberal Arts, among others, you will earn a certificate that is tailored to your specific interests and career goals, while gaining hands-on research or internship experience that allows you to put your entrepreneurial skills and ideas into practice.

Through a partnership with The 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 3 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), Mark Bunting (Advertising and Public Relations), Wenhong Chen (Radio-Television-Film), Mitch Jacobson (Austin Technology Incubator and The Launchpad), Art Markman (Psychology), Steve Nichols (Mechanical Engineering), Jan Ryan (Design & Creative Technologies), Clay Spinuzzi (Rhetoric and Writing), and Paul Toprac (Computer Science and Arts & Entertainment Technologies).

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

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

For more information about the Bridging Disciplines Programs, go to www.uts.utexas.edu/bdp or email us at bdp@austin.utexas.edu.
 Follow us on instagram: @ut_bdp

Foundation Courses (10-13 Credit Hours)

Foundation courses introduce key methodologies and issues related to Innovation, Creativity & Entrepreneurship. **Choose one course from each of the following categories.** Course listings for each categories on located on the opposite side of this page. If you choose to complete a second 3-hour course from any of the Foundation Course categories, you will complete only 3 credit hours of Strand Courses.

Foundation Course Categories

- Forum Seminar
- Entrepreneurship Foundation
- Skills Foundation
- Creative Innovation and Problem-Solving Foundation

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 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 (3-6 Credit Hours)

In addition to your Foundation Courses and Connecting Experiences, you must complete 3-6 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. 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.

Foundation Courses Continued (10-13 credit hours)

Choose one course from each of the following categories. If you choose to complete a second 3-hour course from any of the Foundation Course categories, you will complete only 3 credit hours of Strand Courses.

Forum Seminar

F A 171: Creative Entrepreneurship
E S 177: Longhorn Startup Seminar

Entrepreneurship Foundation

ES 377: Longhorn Startup Seminar
MAN 327: Innovation/Entrepreneurship
MAN 327E: New Venture Mechanics
MAN 337: Women in Entrepreneurship
MAN 337: Tech Transfer/Entrepreneurship
MAN 337: Forty Acres Founders Practicum
MAN 338: Lean Start-Up Essentials

Skills Foundation

BGS 370: Behavioral Intervention Entrepreneurs, Managers, and Policy Makers
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
HDO 301: Intro to Human Dimensions of Organizations
HDO 330: Cultural Competence in Organizations
MAN 320F: Foundations of Organizational Behavior and Admin
MAN 347P: Entrepreneurship Practicum
MKT 320F: Foundations of Marketing
MKT 372: Marketing for Entrepreneurs
PSY 319K: Social Psychology
RHE 328: Writing for Entrepreneurs
R M 357E: Intro to Risk Management
SDS 306: Statistics in Market Analysis

Creative Innovation and Problem-Solving Foundation

ADV 316: Creativity and American Culture
ADV 325: Intro to Advertising Creativity

Creative Innovation and Problem-Solving Foundation (continued)

ARC 327R: Race and Gender: By Design
ARC 350R: Design Process
ARC 350R: Community Design Engagement
DES 330T: Nimble Design for Tough Times
E S 377: Industrial Design I
I 310: User Research
I 310U: User Experience Design
ITD 301D: Intro to Design Thinking
ITD 370: When Topic is Appropriate
SOC 322C: Sociology of Creativity

Strand Courses (3-6 credit hours)

*Choose **one or two courses** from one of these Contexts for Innovation, Creativity, and Entrepreneurship:*

Applied Arts & Entertainment

ADV 319: Psychology of Advertising
ARC 327C: Urban Design History/Theory/Crit
ARC 327R: Design Firm Leadership
ARI 338: Designing for Human Behavior
DES 309: Intro to Design
DES 322: When Topic is Appropriate
DES 346: Project Studio
F A 371: Business of Entertainment
F A 371: Women in Entrepreneurship
ITD 370: When Topic is Appropriate
J 331M: Media Innovation and Entrepreneurship
T D 314C: Design for Performance
TXA 214L/214K: Product Development Lab (concurrent enrollment)
TXA 361: Consumer Behavior in the Marketplace
RTF 303C: Intro to Media Entertainment Industries
RTF 331P: Video Game Industry
RTF 347C: How Hollywood Works-LA
RTF 347C: Intro to the Music Business
RTF 347C: Entertainment Industry: Big Picture-LA
RTF 347P: The Business of Hollywood-LA
RTF 348: Devel Process Film/TV-LA
RTF 348: Inside the Music Industry-LA

Business & Marketing

ADV 319: Psychology of Advertising
ADV 332: Technology Marketing and Advertising
ECO 352R: Economics of Entrepreneurship
FIN 374S: Entrepreneurial Finance
HIS 350R: History of Black Entrepreneurship in US

Business & Marketing (continued)

I B 372: Exporting for Entrepreneurs
I B 372: Global Entrepreneurship
MIS 373: Open Innovation
MKT 372: Brand Management
MKT 372: Consumer Behavior: Digital World
MKT 372: Design Thinking for Business Innovation

Communication & Culture

ADV 332C/P R 332C: New Media Entrepreneurialism
ADV 332D: Entrepreneurialism in Comm
BGS 370: Social and Cultural Entrepreneurship
CMS 341: Digital Communications
CMS 346C: Cultural Impact of Innovation
CMS 353C: Communication for Innovation
EDC 350: Educ Innovation Entrepreneurship
F A 371: Women in Entrepreneurship
HIS 350R: History of Black Entrepreneurship in US
J 331F: Entrepreneurial Journalism
J 331M: Media Innovation and Entrepreneurship

Policy & Social Change

ARC 327R: Design of New Communities
BGS 370: Social and Cultural Entrepreneurship
DES 322: Design and the Social Environment
DES 322: When Topic is Appropriate
EDC 350: Educ Innovation Entrepreneurship
I 320: Design for Healthcare
ITD 370: When Topic is Appropriate
MAN 366P/367P: Studies in Social Entrepreneurship

Science, Technology & Engineering

ADV 332: Technology Marketing and Advertising
ANS 379: Science, Technology and Society in Contemporary Asia
BIO 302G: Biotechnology and the Future
CHE 379: Nanotechnology Innovation-JPN
CHE 379: Adv Innov Tech for Beg-JPN
CHE 379: Engineering Global Health-ESP
CHE 379: Entrepreneurship
C S 373: Software Engineering
C S 374L: Longhorn Startup
E S 301: Engineering Design/Problem Solving
E S 377: Grand Challenges-21st Century
E S 377: STEM Innov and Tech Comm
E S 377E: Longhorn Startup Lab
HIS 322M: History of Modern Science
ITD 370: Machine Learning Design
ITD 370: When Topic is Appropriate
MAN 337: Tech Transfer/Entrepreneurship

Science, Technology & Engineering (continued)

M E 379M: Engineering Entrepreneurship
NSC 323: Inventors Program Practicum
NSC 324: Intellectual Property Law for Tech
NTR 324: Advanced Food Science
PHL 322: Science and the Modern World
SOC 321K: Tech Transfer/Entrepreneurship

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.