ENTREPRENEURSHIP AND INNOVATION, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

Skills attributed to entrepreneurial behavior and innovative thinking are beneficial for students in most if not all majors, and are critical to career success in established companies and new organizations to address pressing needs around the globe. This interdisciplinary minor uses problem-based learning and other active learning pedagogies to prepare students to create value and be agents of positive change in their discipline and their careers. The courses develop skills, knowledge and values in problem solving, innovation, opportunity recognition, self-efficacy, leadership, ethics, communications and learning from failure. To meet the students’ broad range of entrepreneurship and innovation interests, core courses (9 credits) establish foundational knowledge, and then students select a concentration cluster aligned to specific contexts such as entrepreneurship in food and bio-innovation, technology, bio-tech, the arts, media, hospitality, digital, social entrepreneurship, advocacy or new ventures. Students who complete the ENTI minor will be better prepared to be innovation leaders in their chosen career path, such as being entrepreneurial in an existing company (intrapreneurship), engaging in a start-up venture full or part-time, finding avenues to leverage their art or craft, or creating alliances to meet social or business needs.

Advising for students in this minor and approval of curriculum exceptions will be available through the Entrepreneurship and Innovation (ENTI) adviser for each cluster.

Arts Cluster (College of Arts and Architecture)

This specialization prepares students for entrepreneurial action in an arts context. To "entrepreneur" in the arts, one must understand aesthetic value and what drives people to consume aesthetic products. By learning how various arts markets view and consume art, students develop an understanding of emerging information technologies, the components of digital business models, and implementation and design techniques that enable skills attributed to entrepreneurial behavior and innovative thinking.

Bio-Tech Cluster (Eberly College of Science)

This specialization prepares students to develop an entrepreneurial mindset and apply innovative strategies to find solutions that benefit humans, animals, and the environment. Students will also develop unique skills in career readiness such as teamwork, leadership and communication. Students who complete this cluster will be better able to take an interdisciplinary approach to solving problems through Biotechnology.

Digital Entrepreneurship and Innovation Cluster (College of Information Sciences and Technology)

This specialization prepares a student to harness digital technologies and digital business models to develop their own concepts into commercial concerns or to contribute to the innovation activities of existing organizations (i.e., intrapreneurship). The IST Digital Entrepreneurship & Innovation cluster focuses on the impact of Information Technology (IT)-driven innovation across multiple industry sectors including for-profit, non-profit and governmental organizations. IT-driven innovation has created new business opportunities for both entrepreneurs and intrapreneurs and is key to increasing efficiencies and expanding the linkage between user-centric products and services. Students who complete this cluster will gain a foundational understanding of emerging information technologies, the components of digital business models, and implementation and design techniques that meet or exceed user-centric requirements.

Entrepreneurship as Advocacy Cluster (College of the Liberal Arts)

This specialization empowers students to utilize the process of entrepreneurship as a form of advocacy to improve the human condition and enhance public life. The cluster leverages a critique of the business paradigm of "maximize shareholder value" to encourage students to create organizations that can be a force for positive change in society.

Food and Bio-innovation Cluster (College of Agricultural Sciences)

This specialization will develop future entrepreneurs and innovators to address opportunities and challenges in the agriculture and life sciences space. The cluster focuses on the cornerstone challenge for agriculture: producing food for the world with entrepreneurial activity and innovation to develop, convert and use biological materials and natural resources (plants, animals, ecosystems and organisms, etc.) to meet the material and energy needs of society. Students are encouraged to take a series of courses in the cluster that complement their personal venture interests and engage in a series of immersive venturing experiences that can range from creating new ventures to mentoring with seasoned entrepreneurs or working within entrepreneurial organizations.

Hospitality Management Cluster (College of Health and Human Development)

This specialization prepares a student to create and develop novel but sound entrepreneurial concepts related to the hospitality industry in such businesses as lodging and food service. For example, through this cluster, students could develop and refine entrepreneurial concepts related to hotels, motels, bed & breakfasts, quick-service restaurants, upscale restaurants, mobile dining such as food trucks, on-line travel agencies, and other on-line ventures. The minor is also designed to prepare students to be innovators within existing organizations. Students who complete this cluster develop skills in creating business plans, feasibility studies, competitive analysis, supply and demand analysis, market analysis and financial forecasting. Students in this concentration are expected to include a mix of majors, not only students majoring in hospitality management.

New Media Cluster (College of Communications)

This specialization examines opportunities and challenges in the creation and distribution of news, entertainment and information. The same technological innovations that make it easy to start a media enterprise have introduced a host of editorial and business complexities. Media production and distribution skills and knowledge of media business, technologies, law and ethics are critical.
New Ventures Cluster (Smeal College of Business)
This specialization helps students develop the skills and ways of thinking required to create, develop, innovate and manage entrepreneurial companies. Students learn about acquiring and balancing limited resources, changing business direction quickly, building a coherent team, managing intellectual property, and creating new markets. This cluster develops a wide range of managerial skills not usually demanded in one person within a larger organization.

Social Entrepreneurship Cluster (College of Engineering)
This specialization focuses on creating sustainable social impact within marginalized communities. The cluster grounds students in social business, user-centered design for extreme affordability, systems thinking and scholarly research to develop innovative and appropriate technology-based solutions to address compelling global challenges. Travel and fieldwork in which students work in multidisciplinary teams to research, design, test, and commercialize ventures are required.

Technology Based Entrepreneurship Cluster (College of Engineering)
This specialization develops skills and knowledge through a practical entrepreneurial experience in a technology based environment. Technology and engineering design topics form the practical content of the cluster. General entrepreneurial business topics and tracking current and emerging technologies provide additional foundation structure for this cluster. Students understand and apply fundamental engineering design skills, product feasibility analysis and marketing techniques to move innovative products toward commercialization.

What is Entrepreneurship and Innovation?
Entrepreneurship and innovation is an interdisciplinary field that deals with new enterprise creation and the process of change and transformation in methods, ideas, and products. It is about problem-solving and the creation of value and positive change in business and society.

You Might Like This Program If...
• You want to learn what entrepreneurs do and how innovators create and solve problems in any field. Whatever you’re majoring in or whatever career you’ve chosen, entrepreneurs and innovators are there already making a positive difference. You can learn to be one, too.
• You’re passionate about starting your own business, non-profit, or social enterprise (entrepreneurship) or pursuing a career as an intrapreneur (intrapreneurial). You want to learn the skills and develop the mindset of an entrepreneur and innovator.

MORE INFORMATION ABOUT ENTREPRENEURSHIP AND INNOVATION (http://enti.psu.edu)

Program Requirements

Requirements for the Minor
A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10).

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>Requirements for the Minor</td>
<td>18-19</td>
</tr>
</tbody>
</table>

In addition, at least six credits of the minor must be unique from the prescribed courses required by a student’s major(s).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prescribed Courses: Require a grade of C or better</td>
<td></td>
</tr>
<tr>
<td>ENGR 310</td>
<td>Entrepreneurial Leadership</td>
<td>3</td>
</tr>
<tr>
<td>ENGR/IST/MGMT New Venture Creation 425</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MGMT 215</td>
<td>Entrepreneurial Mindset</td>
<td>3</td>
</tr>
</tbody>
</table>

Additional Courses

Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA 323</td>
<td>Arts Enterprise Development</td>
<td>3</td>
</tr>
<tr>
<td>AA 424</td>
<td>Arts Entrepreneurship Capstone Research Project</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one 3-credit course from the following list: 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA 121</td>
<td>Design Thinking and Creativity</td>
<td>3</td>
</tr>
<tr>
<td>AA 322</td>
<td>Arts Marketing</td>
<td></td>
</tr>
<tr>
<td>GD 304</td>
<td>Practical Communications</td>
<td></td>
</tr>
<tr>
<td>PHOTO 404</td>
<td>Professional Photography Capstone Seminar: Self-Marketing and Professional Presence</td>
<td></td>
</tr>
</tbody>
</table>

1 Students may not use a required course from their major in their chosen cluster. Other courses, such as technical electives, out-of-college electives, and general education courses may be able to be used to meet requirements in major as well as the ENTI Minor. In all clusters, students may substitute up to 3 credits of research topics, internship or independent studies courses focused on relevant entrepreneurship or innovation topics in consultation with an adviser. Each cluster is structured to provide a clear course “path” so any student from any major can complete the cluster and therefore the ENTI minor.

Arts Cluster

Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>AA 323</td>
<td>Arts Enterprise Development</td>
<td>3</td>
</tr>
<tr>
<td>AA 424</td>
<td>Arts Entrepreneurship Capstone Research Project</td>
<td>3</td>
</tr>
</tbody>
</table>

Choose one 3-credit course from the following list: 2

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA 121</td>
<td>Design Thinking and Creativity</td>
<td>3</td>
</tr>
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<td>AA 322</td>
<td>Arts Marketing</td>
<td></td>
</tr>
<tr>
<td>GD 304</td>
<td>Practical Communications</td>
<td></td>
</tr>
<tr>
<td>PHOTO 404</td>
<td>Professional Photography Capstone Seminar: Self-Marketing and Professional Presence</td>
<td></td>
</tr>
</tbody>
</table>

1 AA 323 and AA 424 must be taken in sequence: AA 323 in Fall, AA 424 in Spring.

2 It is possible to substitute other 3-credit courses not on this list, per Arts Cluster Director approval. Can be taken concurrently, do not need to be taken in sequence.

Bio-Tech Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICRB 201</td>
<td>Introductory Microbiology</td>
<td>3-4</td>
</tr>
<tr>
<td>MICRB 201H</td>
<td>Introductory Microbiology</td>
<td></td>
</tr>
<tr>
<td>BMB/MICRB 251</td>
<td>Molecular and Cell Biology I</td>
<td></td>
</tr>
<tr>
<td>BMB 251H</td>
<td>Molecular and Cell Biology I</td>
<td></td>
</tr>
<tr>
<td>BIOL 230W</td>
<td>Biology: Molecules and Cells</td>
<td></td>
</tr>
<tr>
<td>BIOL 230M</td>
<td>Honors Biology: Molecules and Cells</td>
<td></td>
</tr>
</tbody>
</table>
Choose one of the following advanced courses for the Bio-Tech cluster:

- BIOL 405 Molecular Evolution
- BIOL 409 Biology of Aging
- BIOL 412 Ecology of Infectious Diseases
- BIOL 415 Ecotoxicology
- BIOL 416 Biology of Cancer
- BIOL 419 Ecological and Environmental Problem Solving
- BIOL 419H Ecological and Environmental Problem Solving
- BIOL 424 Seeds of Change: The Uses of Plants
- BIOL 426 Developmental Neurobiology
- BIOL 432 Developmental Genetics
- BIOL 439 Practical Bioinformatics
- BIOL 443 Evo-devo: Evolution of Developmental Mechanisms
- BIOL/ANTH 460 Human Genetics
- BIOL 461 Contemporary Issues in Science and Medicine
- BIOL 467 Molecular Basis of Neurological Diseases
- BIOL/BBH 469 Neurobiology
- BIOTC/BIOL/HORT 459 Plant Tissue Culture and Biotechnology
- BIOTC/AGRO 460 Advances and Applications of Plant Biotechnology
- BMB 401 General Biochemistry
- BMB 442 Laboratory in Proteins, Nucleic Acids, and Molecular Cloning
- BMB/MICRB 416 Microbial Biotechnology
- BMB/MICRB 419H Ecological and Environmental Problem Solving
- BMB/MICRB 480 Cancer Development and Progression
- BMB 482 Introduction to Computational Biology
- BMB 484 Functional Genomics
- BMB/VBSC 485 Human Genomics and Biomedical Informatics
- CHEM 402 Chemistry in the Environment
- CHEM 423W Chemical Spectroscopy
- CHEM 425W Chromatography and Electrochemistry
- CHEM 431W Organic and Inorganic Preparations
- CHEM 459W Advanced Experimental Physical Chemistry
- CHEM 476 Biological Chemistry
- FRNSC/CHEM 427W Forensic Chemistry
- MATH 405 Advanced Calculus for Engineers and Scientists I
- MATH 406 Advanced Calculus for Engineers and Scientists II
- MATH 448 Mathematics of Finance
- MATH 450 Mathematical Modeling
- MATH 484 Linear Programs and Related Problems
- MATH 486 Mathematical Theory of Games
- MICRB 401 Microbial Physiology and Structure
- PHYS 462 Applications of Physics in Medicine
- PHYS 465 Network analysis of biological systems
- PHYS 472 Elements of Nuclear Physics and its Applications to Medical Imaging and Treatments

Choose one of the following capstone courses for the Bio-Tech cluster:

- BIOTC/MICRB 416 Microbial Biotechnology
- BIOTC/BIOL/HORT 459 Plant Tissue Culture and Biotechnology

Note: if a course is taken to satisfy 400-level elective, it cannot also be used to satisfy capstone requirement.

Digital Entrepreneurship and Innovation Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IST 237</td>
<td>Digital Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>IST 337</td>
<td>Technologies for Digital Entrepreneurs</td>
<td>3</td>
</tr>
<tr>
<td>IST 437</td>
<td>Digital Design &amp; Innovation</td>
<td>3</td>
</tr>
</tbody>
</table>

Entrepreneurship as Advocacy Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA 202</td>
<td>Innovation and Entrepreneurship in the Liberal Arts</td>
<td>3</td>
</tr>
<tr>
<td>LA 424</td>
<td>Liberal Arts Venture Development</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 3 credits from the following list:

- AFAM 100N Black Freedom Struggles
- AFAM/SOC/WMNST 103 Racism and Sexism
- AFAM/LER/WMNST 136 Race, Gender, and Employment
- AFAM/HIST/WMNST 213Y African American Women's History
- CAS/ENGL 137H Rhetoric and Civic Life
- CAS 175 Persuasion and Propaganda
- CAS 210 Landmark Speeches on Democracy and Dissent
- CAS 220 Persuasion
- CAS 222N/AYFCE 211N/CIVCM 211N Foundations: Civic and Community Engagement
- CAS 321 Rhetoric and Law
- CAS 373 The Rhetorics of War and Peace
- ENGL 162N Communicating Care
- ENGL 228 Introduction to Disability Studies in the Humanities
- ENGL 236N Inequality: Economics, Philosophy, Literature
- LER 100 Introduction to Labor and Human Resources
- LER 201 Employment Relationship: Law and Policy
- PLSC 2 American Public Policy
- PLSC 91
- PLSC 210N Rights in America
- PSYCH 100 Introductory Psychology
- SOC 1 Introductory Sociology
- SOC 5 Social Problems
- SOC/CRIM/CRIMJ 12 Criminology
- SOC 23 Population and Policy Issues
- WMNST 100 Introduction to Women’s and Gender Studies
Entrepreneurship and Innovation, Minor

WMNST 105N Living in a Diverse World
WMNST 200 Global Feminisms

1 LA 202 and LA 424 should be taken in sequence.

Food and Bio-innovation Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEE 201</td>
<td>Interpersonal Skills for Tomorrow's Leaders</td>
<td>6</td>
</tr>
<tr>
<td>AEE 311</td>
<td>Developing Youth Leadership through Organization and Program Structure</td>
<td>6</td>
</tr>
<tr>
<td>AGBM 200</td>
<td>Introduction to Agricultural Business Management</td>
<td>3</td>
</tr>
<tr>
<td>AGBM 201</td>
<td>Food Product Marketing</td>
<td>3</td>
</tr>
<tr>
<td>AGBM 308W</td>
<td>Strategic Decision Making in Agribusiness</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 201</td>
<td>Animal Science</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 306</td>
<td>Swine Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 308</td>
<td>Sheep and Goat Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 309</td>
<td>Beef Cattle Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 310</td>
<td>Dairy Cattle Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 311</td>
<td>Poultry Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 324</td>
<td>Value Determination of Meat Animals</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 327</td>
<td>Horse Production and Management</td>
<td>3</td>
</tr>
<tr>
<td>ANSC 350</td>
<td>Dairy Problem Solving</td>
<td>3</td>
</tr>
<tr>
<td>BRS/BE 391</td>
<td>Communication Skills for BE and BRS Students</td>
<td>3</td>
</tr>
<tr>
<td>CED 375</td>
<td>Community, Local Knowledge, and Democracy</td>
<td>3</td>
</tr>
<tr>
<td>ERM 300</td>
<td>Basic Principles and Calculations in Environmental Analysis</td>
<td>3</td>
</tr>
<tr>
<td>FDSC 200</td>
<td>Introductory Food Science</td>
<td>3</td>
</tr>
<tr>
<td>FDSC 206</td>
<td>Improving Food Quality</td>
<td>3</td>
</tr>
<tr>
<td>HORT 250</td>
<td>Landscape Contracting Design/Build Principles</td>
<td>3</td>
</tr>
</tbody>
</table>

Hospitality Management Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HM 482</td>
<td>Hospitality Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>or HM 484</td>
<td>Hospitality Entrepreneurship and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>HM 413</td>
<td>New Product Development for Commercial Foodservice</td>
<td>3</td>
</tr>
<tr>
<td>HM 432</td>
<td>Contemporary Issues in Restaurant Management</td>
<td>3</td>
</tr>
<tr>
<td>HM 483</td>
<td>Revenue Management</td>
<td>3</td>
</tr>
<tr>
<td>HM 496</td>
<td>Independent Studies</td>
<td>3</td>
</tr>
</tbody>
</table>

New Media Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 271</td>
<td>Principles of Journalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 361</td>
<td>Entrepreneurial Journalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 362</td>
<td>Podcasting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 461</td>
<td>Magazine Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 461A</td>
<td>Digital Magazine Production</td>
<td>3</td>
</tr>
<tr>
<td>COMM 484</td>
<td>Emerging Telecommunications Technologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 484A</td>
<td>Wireless Devices and Global Markets</td>
<td>3</td>
</tr>
<tr>
<td>COMM 492</td>
<td>Internet Law and Policy</td>
<td>3</td>
</tr>
<tr>
<td>COMM 493</td>
<td>Entrepreneurship in the Information Age</td>
<td>3</td>
</tr>
</tbody>
</table>

New Ventures Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select 9-10 credits from the following area: 1</td>
<td>9-10</td>
<td></td>
</tr>
</tbody>
</table>

1 Students may only count one of the following course options BA 241 and BA 242 or BA 243, BLAW 243, or BLAW 341 towards the minor.
Entrepreneurship and Innovation, Minor

Social Entrepreneurship Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGR 451</td>
<td>Social Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>EDSGN 452</td>
<td>Projects in Humanitarian Engineering</td>
<td>2</td>
</tr>
<tr>
<td>EDSGN 453</td>
<td>Design for Developing Communities</td>
<td>1</td>
</tr>
<tr>
<td>EDSGN 454</td>
<td>Humanitarian Engineering and Social Entrepreneurship Field Experience</td>
<td>0.5</td>
</tr>
<tr>
<td>ENGR 455</td>
<td>Humanitarian Engineering and Social Entrepreneurship Reflection and Research Dissemination</td>
<td>3</td>
</tr>
</tbody>
</table>

Required courses to be taken in the following order:

Technology Based Entrepreneurship Cluster

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ENGR 407</td>
<td>Technology-Based Entrepreneurship (^1)</td>
<td>3</td>
</tr>
<tr>
<td>ENGR 411</td>
<td>Entrepreneurship Business Basics (^1)</td>
<td>3</td>
</tr>
<tr>
<td>ENGR 415</td>
<td>Technology Launch for Entrepreneurs</td>
<td>3</td>
</tr>
</tbody>
</table>

\(^1\) ENGR 407 and ENGR 411 should be taken in sequence or concurrent.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

University Park

Arts Entrepreneurship Cluster

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Hospitality Management Cluster

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New Media Cluster

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Donald P. Bellisario College of Communications
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New Ventures Cluster

Jamey Darnell
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Social Entrepreneurship Cluster

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Technology Based Entrepreneurship Cluster

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