

## CREATIVE ENTREPRENEURSHIP

VCUarts offers four courses that provide the groundwork for the practice of entrepreneurship, emphasizing creative and design methodologies. Undergraduate majors may enroll in any of these courses independently, or apply for admission into the undergraduate certificate program in Venture Creation for a deeper grounding in entrepreneurship and business development.

### Program Description

#### Learn about entrepreneurship practice, not theory.

An entrepreneur is more than someone who is able to establish and operate a business venture. The entrepreneur operates at the heart of the process of disrupting status quo and creating new markets.

The entrepreneur possesses the ability to turn ideas into action. This requires creativity, intuition, passion and risk-taking, as well as the skills to plan and manage projects and work with collaborators and teams, in order to achieve objectives.

An entrepreneurial mindset provides individuals the confidence to navigate day-to-day life in innovative ways and makes employees more aware of the context of their work and better able to seize opportunities.

This is not unlike the processes that designers, visual and performing artists engage every day. We like to refer to the entrepreneur as a **business artist**.



#### ARTS 350 The Creative Economy

Semester course. 3 credits. Examines the contribution of creative ideas to the world economy with a focus on where, how and why creative ideas are produced and consumed.

#### ARTS 351 Piloting the Enterprise

Semester course. 3 credits. Introduces the language of the creative enterprise, focusing on intellectual property, contracts and negotiations, tracking business performance and using financial data to improve decision-making.

#### ARTS 352 Idea Accelerator

Semester course. 3 credits. Exposes students to the processes and methodologies used to transform ideas and opportunities into sustainable business models. Students evaluate business case studies, engage industry professionals and investigate the commercial potential of their creative ideas.

#### ARTS 353 Creative Disruption

Semester course. 3 credits. Provides a low-risk educational environment for students to develop their own ventures, including a product/service business model, legal considerations, financial and marketing plans and media presence (web, mobile, social). Students work with a network of mentors from the university and industry.

# CERTIFICATE IN VENTURE CREATION

Open to all VCU undergraduate students, the Certificate in Venture Creation focuses on developing a multidisciplinary mindset for successful entrepreneurship and venture creation. Students participating in the program will hone understandings of the challenges, skills, and resources necessary for venture creation, and through an immersive culmination experience, integrate these understandings around conceiving, planning, and implementing a real venture.

## Program Description

### Students completing the Certificate in Venture Creation will:

- \* Develop a venture creation mindset that is multidisciplinary in nature: Coursework will develop an entrepreneurial disposition toward creative thinking, risk-taking, and critical thinking balanced with a firm grounding in principles of venture creation. Coursework will stress the importance of connecting people and perspectives from across disciplines.
- \* Be attuned to challenges and strategies for overcoming these challenges to realize successful venture creation: Coursework will address challenges, skills, and resources for venture creation.
- \* Apply venture creation skills that properly create, plan, and implement ventures: Students will be organized into cross-functional venture creation teams and work on a venture of their own choosing.
- \* Hone verbal and written communication skills: The program will emphasize being able to articulate ideas in both verbal and written forms. The program will also work with students to hone their interpersonal and professionalism skills related to communication and projected image.

### Admissions

The Certificate in Venture Creation program runs concurrently with a student's major and is not a stand-alone program. Interested students must submit their application to the VCU da Vinci Center, which administers the certificate program. Criteria will include current academic performance, keen interest in engaging in the program, and possible entrepreneurial pursuit in mind.

### Curriculum

The certificate requires a minimum of **13 credit hours** of approved course work as follows:

#### Two foundation courses: 4 credit hours

##### **INNO 200 Introduction to Innovation and Venture Creation**

Semester course. 1 credit.

##### **VNTR 300 Venture Creation Skills**

Semester course. 3 credits.

#### Two electives from the approved electives list designated for the respective students' School/College: 6 credit hours

##### **ARTS 350 The Creative Economy**

Semester course. 3 credits.

##### **ARTS 351 Piloting the Enterprise**

Semester course. 3 credits.

##### **ARTS 352 Idea Accelerator**

Semester course. 3 credits.

#### One capstone course: 3 credit hours

##### **VNTR 460 Venture Creation Project**

Semester course. 3 credits.

or

##### **ARTS 353 Creative Disruption**

Semester course. 3 credits.

Students must have completed INNO 200, VNTR 300, and at least one elective before enrolling in VNTR 460 or ARTS 353.

### More information and application:

[davincicenter.vcu.edu/programs/certificate-venture-creation/](http://davincicenter.vcu.edu/programs/certificate-venture-creation/)



Please contact Garret Westlake, executive director of the da Vinci Center, with inquiries about the Venture Creation program: phone **804-827-3764** or e-mail [gmwestlake@vcu.edu](mailto:gmwestlake@vcu.edu)