



## Minor in Entrepreneurship and Innovation at Eindhoven University of Technology



Brabant Center of  
Entrepreneurship

Entrepreneurship is everywhere. It's more than just starting your own company; it's the spirit that drives economic growth in every country, evident in nearly any context. Established multinational companies with large R&D departments, for example, have a growing need for entrepreneurial engineers - people capable of developing innovative technologies, as well as commercializing those technologies through successful business models. In other words, the new generation of engineers must be able to discover and exploit new business opportunities: it must have an entrepreneurial mindset. That is why the Department of Industrial Engineering & Innovation Sciences now offers a minor in "Entrepreneurship & Innovation."

This minor program fosters an awareness and deepens knowledge of the phenomenon of technology entrepreneurship and related issues. It broadens engineering students' perspective and seeks to develop an entrepreneurial mindset among its students. An entrepreneurial mindset is a particular way of thinking that makes students more receptive to discovering and exploiting entrepreneurial opportunities. And it is an essential asset in both corporate settings (for new business ventures) and self-employment (starting your own business). The entrepreneurial knowledge and skills obtained are combined and applied in the graduation project, when students conduct a supervised research project to develop a basic entrepreneurial business plan.



The E&I minor is open to all undergraduates at the TU/e, except for those in the bachelor's programs Industrial Engineering and Management Sciences and Industrial Engineering and Management Sciences for Healthcare. Students must have already obtained their P-diploma to be eligible for enrollment. They should apply through the department or faculty under which they are registered. If accepted, students will start their minor in the first semester of the third year of their bachelor's degree, with a kick-off meeting.

### The minor program consists of the following courses, along with a final project:

- Entrepreneurship & Innovation
- Intellectual Property Rights
- New Product Development Processes
- Marketing and Purchasing Management
- Minor Graduation Project

For more detailed information about these courses, see bachelor's brochure Entrepreneurship Program 2010-2011 on [www.bc-e.nl](http://www.bc-e.nl).

### Additional courses included in the minor are:

- Business Economics
- Organizational Behavior and Human Performance
- An Introduction to Ethics (Academic Integrity)

For more detailed information about these courses, see [www.tue.nl](http://www.tue.nl)



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