

MFG 291 - STARTUP SEMINAR

Course Description

This class provides students the opportunity to learn and experience "startup". The course requires students to form teams around a new product or service concept and apply innovation tools such as design thinking and agile management to create new value. The resulting value proposition is pitched at a Northern Michigan's Startup Week event. Course content includes startup concepts and processes, interviews with prior NMC student entrepreneurs, and interactions with the Traverse City startup ecosystem.

Credit Hours

3

Contact Hours

4

Lecture Hours

2

Lab Hours

2

General Education Outcomes supported by this course

Critical Thinking - Direct

Course Learning Outcomes

Knowledge:The student will:

- The student will:

Identify aspects of highly functional teams.

- Identify aspects of highly functional teams.

Identify and recognize the value of tools supporting innovation and startup.

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Identify components of "the pitch".

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Identify local community organizations and venture capitalists supporting.

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Application:The student will:

- The student will:

Participate as an effective team member.

- Participate as an effective team member.

Empathize with a user/customer to identify value.

- Empathize with a user/customer to identify value.

Apply prior business, technology, or engineering abilities to create value.

- Apply prior business, technology, or engineering abilities to create value.

Pitch a value proposition.

- Pitch a value proposition.

Integration:The student will:

- The student will:

Define, design, test, and iterate to perfect a solution.

- Define, design, test, and iterate to perfect a solution.

Human Dimension:

- Human Dimension:

The student will:

- The student will:

Experience challenges and rewards as a "creative" and entrepreneur.

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Demonstrate an understanding of and a commitment to professional and ethical responsibilities.

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Caring – Civic Learning:

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The student will:

- The student will:

Demonstrate a commitment to quality, timeliness, and the team.

- Demonstrate a commitment to quality, timeliness, and the team.

Interact with local community experts.

- Interact with local community experts.

Learning How to Learn:

- Learning How to Learn:

The student will:

- The student will:

Experience learning as a creative where the steps are not scripted, and the progress requires constant design, testing, and iteration.

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