

A Rising TIDE Lifts All Boats

*Introducing the
TIDE Certificate and
BS Management Option*



TIDE. The word.

- ▶ TIDE means **Transformative Innovation & Design Entrepreneurship**.
- ▶ TIDE is both a Certificate and an Option in the Management Major.
- ▶ The TIDE Certificate helps all majors and disciplines, especially the sciences and the humanities.
- ▶ By having a Certificate in venturing and (ad)venturing, students pick up that missing cross-over puzzle piece.

TIDE's Motto



- ▶ **A Rising TIDE Lifts All Boats**
- ▶ JFK used the phrase often.
- ▶ The New England Council first used the aphorism to promote prosperity for all.
 - ▶ Sorensen, Theodore. *Counselor: A Life at the Edge of History*. Reprint edition. Harper Perennial, 2009, p. 227
- ▶ At PSU, it means TIDE can help all programs and disciplines grow and launch ventures and (ad)ventures.

THE
NEW ENGLAND
COUNCIL



4-credit TIDE courses are open to all students



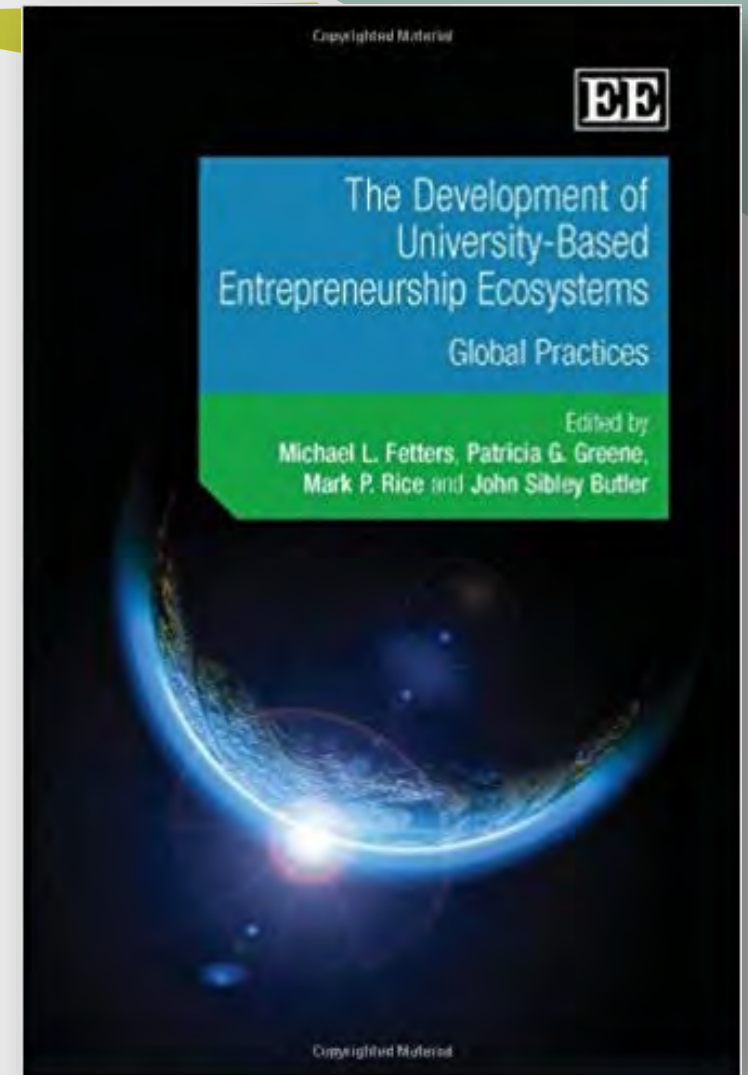
► Four courses for the **Certificate**; five for the **Major**

1. BU 2040. Foundations of Innovation and Entrepreneurship : Provides a foundational knowledge of entrepreneurship and innovation, creation of new (ad)ventures
2. BU 2460. Design Thinking and Venture Start-Up: Identify opportunities, use design thinking to build and validate the value proposition (Prerequisite: Marketing)
3. BU 3030. Social Entrepreneurship: Apply entrepreneurial skills to create, organize, and manage a social project.
4. BU 4050. Capstone: Lean Incubation and Business Venture Planning. Build and validate a repeatable and scalable business model based on transformative innovation and value creation.
5. **FOR BS GENERAL MANAGEMENT MAJORS ONLY:** BU 3111. Entrepreneurial Growth & Strategy: Evaluate the challenge of implementing high growth, innovation, and entrepreneurial strategies

TIDE is part of the University-Based Entrepreneurial Ecosystem (U-BEE)



- ▶ TIDE major and certificate
- ▶ Entrepreneurship courses for non-business majors
- ▶ Alignment of institutional objectives
- ▶ Ongoing curriculum innovation
- ▶ Networking events for entrepreneurs
- ▶ Maker Space
- ▶ Entrepreneurship student club
- ▶ Entrepreneurship research activities



Varieties of PSU I&E

- ▶ **Social entrepreneurs** promote economic justice, physical and mental health and well-being, racial and gender equality, and civic engagement.

Varieties of PSU I&E

- ▶ **Science entrepreneurs** launch ventures in everything from meteorology and chemistry to biology and environmental sciences.

Varieties of PSU I&E

- ▶ **Psychologists** start consulting businesses, testing firms, and behavioral health care.

Varieties of PSU I&E

- ▶ **New media entrepreneurs** take advantage of venture opportunities in the creation and distribution of news, entertainment and information.

Varieties of PSU I&E

- ▶ **Language entrepreneurs** use technology to deliver language, translation and interpreting services.

Varieties of PSU I&E

- ▶ **Historian entrepreneurs** do consulting, media, research, tours, genealogy, historical and archival businesses.

Varieties of PSU I&E

- ▶ **Environmental entrepreneurs** return value to themselves and their communities but also to the Planet itself.

Varieties of PSU I&E

- ▶ **Health & wellness entrepreneurs** use venture thinking to improve nutrition and fitness, combat disease, confront substance abuse, and bolster food supply and quality.

Varieties of PSU I&E

- ▶ **Education entrepreneurs** use edtech tools, build new learning models, and run new schools.

Varieties of PSU I&E

- ▶ **Arts entrepreneurs** are patrons, producers, dealers, agents, and managers running music businesses, leading theatres, and designing sets. They are called **impresarios**.

Varieties of PSU I&E

- ▶ **Adventure entrepreneurs** launch enterprises in the great outdoors, exposing children and adults to challenging adventures, personal growth and self-discovery.

Varieties of PSU I&E

- ▶ **Nursing students** launch private, non-profit enterprises like starting a midwifery practice, healing bad habits, and resolving dietary problems.



Thank you for your
kind attention