

## About the UDM KEEN Technical Entrepreneurship Cases

The University of Detroit Mercy, with support from the Kern Family Foundation through its Kern Entrepreneurship Education Network (KEEN), is developing a series of technical entrepreneurship case studies. These case studies are intended to be integrated into baccalaureate engineering programs to enhance student understanding of how technical concepts can be developed into new businesses. The aim of this initiative is to provide students with routine exposure to successful engineering entrepreneurs and the principles of entrepreneurship throughout their undergraduate studies. The desired outcome is to develop the entrepreneurial mindset in all engineering students.

Each case study has the following attributes:

- Relative brevity (target of one 50 minute class period) to facilitate integration into existing technical courses.
- Clear illustration of how an entrepreneur has capitalized on his/her knowledge of specific technical/engineering topics covered in the associated course.
- Focus on several key aspects of entrepreneurship in addition to the technical content.
- Minimal overlap to provide as broad an exposure to students as possible with minimal duplication of key content/topics.
- Video clips integrated into the digital presentation to emphasize key learning “take-aways” and concepts.