



INTD 325

Commercial Ideation

Fall Semester

Tues, Thurs

Time: 11:30 – 12:45, Location: Campus House

Commercial Ideation is an upper level undergraduate course in entrepreneurship for juniors and seniors of any major. Students enrolled in this course will be looking for business ideas to analyze and possibly pursue as new start-ups companies. Students will be divided into teams to generate business ideas within six categories: energy/sustainability, advanced and bio technology, software/IT, products, services, and social/NFP.

Students will canvas the campus to solicit ideas from faculty, staff, and peers. We will go off campus to the community for ideas, including reaching out to alumni and patent attorneys. We will also be looking for collaborative opportunities with other universities. During Family Weekend, we present ideas at a Pitch Fest (think Shark Tank) to solicit feedback from parents and other interested parties on the viability of these ideas.

Once students have a portfolio of ideas, they will then create a filtering process to sort out the more promising opportunities, evaluating them based upon technical merit, business challenges, and early market indicators. To aid in the filtering process, the class will conduct research into current entrepreneurial trends in their chosen industries and interview industry expert who can provide validation on idea merit. The semester will conclude with each team selecting their best idea to move forward into the spring semester's Idea2Venture class, where the idea will be further developed into a business plan and investor presentation.

This is a 3-credit course that counts as a higher level general elective or towards a Minor in Business Studies. It is a pre-requisite for Idea2Venture, INTD 425.

Prerequisites: Junior or Senior standing. Sophomores, only with permission of instructor.

3.000 Credit hours

3.000 Lecture hours

Schedule Types: Lectures and Hands-On Application, Experiential Learning

For more information please contact Professor Judith Albers, VanArsdale Chair in Entrepreneurship, South Hall 111A, 245-5658, albers@geneseo.edu