



INTD 425
Idea2Venture
Spring Semester
Tues, Thurs

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

This is an upper level undergraduate course in entrepreneurship for juniors and seniors of any major. In this course, we will be building actual start-up companies. Students will be assembled into six or seven teams with four members each to work on a specific business idea for a new start-up company. The new start-up companies will fall within one of six categories: energy/sustainability, advanced and bio technology, software/IT, products, services, and social/NFP.

Students will be working on business ideas that they originated or that originating from another student, faculty, staff, or community member. These ideas were vetted, carefully selected, and are being carried over from INTD 325. Students will develop an achievable and actionable business plan along with an investor presentation, which will be delivered at the end of the semester to a panel of business experts. Along the way, the student teams will also be participating in the New York Business Plan Competition (NYBPC). The instructor and experienced business mentors will guide students through the entire process.

At the conclusion of the course, if the business idea is deemed viable by a panel of experts, then an individual student or a team of students can apply for a summer internship to take occupancy and further build their company in a student incubator at Campus House.

This is a 3-credit course that counts as a higher level general elective or towards a Minor in Business Studies or a Minor in Management.

Prerequisites: Junior or Senior standing. Possibly Sophomores, 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