

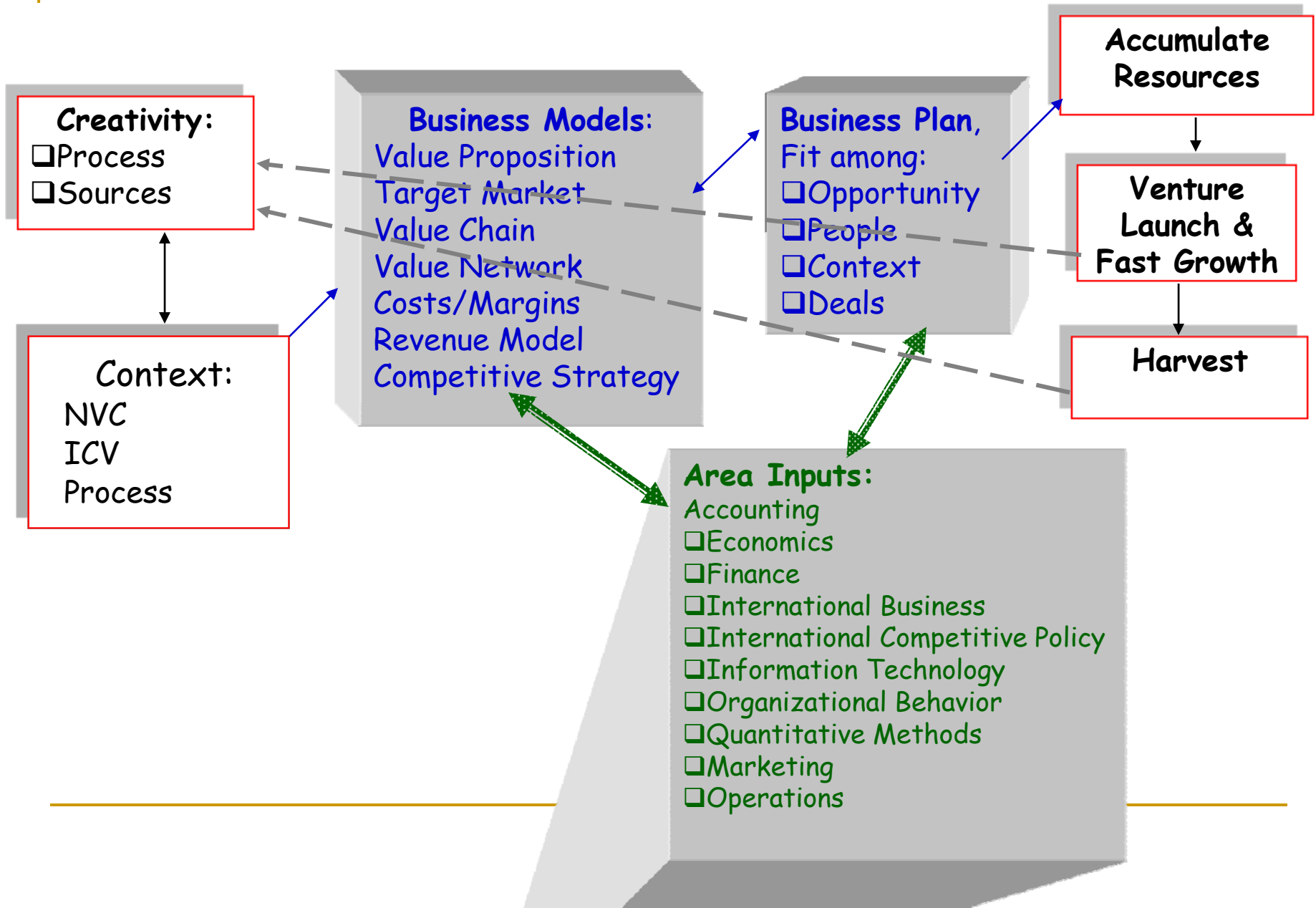
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# New topics...new methods

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# Integrated Bsns/ENT Framework



# Creativity and Feasibility

- Creativity and Feasibility is a 1st Year, Full-Time MBA elective. It is designed to help students experience and understand the “deep dive” journey that IDEO uses in designing new products and services. However, the global question that the students face is one of corporate entrepreneurship (creating new business models) not prototyping new products/services.
- The 15 session course takes students through 5 learning modules -
  - Conditioning to be creative
  - Framing global challenge
  - Gathering data through “deep dive” process
  - Moving from data → themes → constructs.
  - Prototyping
  - Generalizing this experience is achieved through a final exam in another setting.

# IDEO Deep Dive Process

## Inspiration

- Observe
- Inquire
- Tell Stories

• Synthesize

## Ideation

- Brainstorm
- Create/Refine Prototypes

Create/Refine Prototypes

## Implementation

- Introduce "experiments"

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# Global Question

## **Babcock Demon Incubator**

How do you create a seamless integration of services, facilities, and resources that would address the needs of students who start the launch of their own venture while at WFU - Professional Schools (Law, Medicine, MBA), Graduate Schools, and Undergraduates?

**Questions? Clarification?**

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# Resources

- *The Art of Innovation* (Kelley)
  - *The Ten Faces of Innovation* (Kelley)
  - *Creativity, Inc.* (Mauzy and Harriman)
  - IDEO Method Cards
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# Tech Transfer Course

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**FT Core ENT Course**

