

Example Activities to Promote Development of the Entrepreneurial Mindset in Engineering Courses

CURIOSITY

DEMONSTRATE constant curiosity about our changing world

EXPLORE a contrarian view of accepted solutions

CONNECTIONS

INTEGRATE information from many sources to gain insight

ASSESS and **MANAGE** risk

CREATING VALUE

IDENTIFY unexpected opportunities to create extraordinary value

PERSIST through and learn from failure

1. Assign or have students select an innovation related to your course content and make up a story about it (its development, its use, its place in the world).

Variation: Divide the class into groups of 4-5 and assign or have each group select an innovation related to your course content. Give each member of each group a number (1-5) and give each group the story starter – “When I was using (insert innovation)...” Each member of each group is to take a turn in order adding a paragraph to their innovation’s “story.”

2. Have students search online for a brand/product (preferably related to your course content) they think tell its story well, analyze it based on the features described in the ‘How to Tell Your Story’ video.

3. Assign or have students select an innovation related to the content of your course and write as many descriptive words about it as they can...synonyms count!

Example Discussion Prompts to Promote Development of the Entrepreneurial Mindset in Engineering Course Online Discussions

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	Introduction to Engineering	Computer Integrated Manufacturing	Engineering Statistics
<p>Linda Menck – What is the power of storytelling? Why does storytelling matter? Why should we use infographics and visual storytelling to tell the how/what?</p>	<p><u>Curiosity:</u> During Design Day, you are required to explain your design and answer questions. However, as the videos show, telling a story is a great way to engage your audience. Post your story here.</p> <p><u>Connections:</u> TV commercials are one way companies convey their story to potential customers. Use YouTube to identify 2 commercials for a new innovation that focus on telling a story to engage the customer. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Make an infographic visually describing how you came up with your design idea.</p>	<p><u>Curiosity:</u> As a manufacturing engineering for Company X, you are contemplating replacing 10 assembly line workers with one robot. What story will you use to engage your boss? What story will you use to engage an assembly line worker?</p> <p><u>Connections:</u> TV commercials are one way companies convey their story to potential customers. Use YouTube to identify a commercial that focuses on storytelling to engage customers in a CIM related technology or automation. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Make an infographic showing the evolution of automation and technology in manufacturing.</p>	<p><u>Curiosity:</u> As many statisticians have stated “Numbers don’t lie.” Using one common statistic, tell 2 different stories – one which makes the statistic sound good and one which makes it sound bad.</p> <p><u>Connections:</u> TV commercials are one way companies to tell their story to potential customers. Use YouTube to identify 2 commercials for a new innovation that incorporate statistics to engage customers. Describe the story and explain why it works.</p> <p><u>Creating Value:</u> Develop a survey, distribute to friends/family, and obtain a minimum of 50 responses. Create an infographic summarizing the results.</p>