

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



1. Have students review the infographics available at <https://marketinginsidergroup.com/content-marketing/best-infographics-2015/>, rank them according to the criteria provided here <http://www.jeffbullas.com/2012/03/07/9-awesome-reasons-to-use-infographics-in-your-content-marketing/> and in the Visual Storytelling video, and then identify three they think might be models for developing an infographic for an innovation connected to your course content that you assign or they select.
2. Assign or have students select an innovation related to your course content and have them use Piktochart, Canva, Sway or an infographic tool of their choosing to present information about their innovation.
3. Have students search online for a product related to your course content and find the product's specifications or product sheet, then use Piktochart, Canva, Sway or an infographic tool of their choosing to present the information contained in the product sheet in an interesting way.
4. Assign or have students select an well-known innovation (think: safety pin, zipper, paper clip) and “tell the story” of that innovation in a compelling way, using Piktochart, Canva, Sway or an infographic tool of their choosing.

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

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

	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>