



Creativity and Innovation: The Art of Transforming Knowledge into Ideas That Change the World

2-Week Summer Course



\$100*

Special two-week entrepreneurship course
Held at California Lutheran University
Center for Entrepreneurship, Westlake Center

July 11-15, & 18-22, 2016, M-F 9:00AM-5:00PM

**\$100 course fee will be reimbursed at the conclusion of the course*

The course is designed as a series of experiences and activities that takes a student from idea to the initial realization of an on-going venture. It is for those who want to realize their potential as creative thinkers and problem solvers to tackle challenges that have a global impact. You will learn to see what others do not see, to challenge what exists, to imagine what could be, and to develop the skill sets to make your vision a reality.

This course is designed to inspire and prepare you with the skills to combine innovation, creative thinking, and sound entrepreneurship principles to turn ideas into business ventures, design innovative products and services in existing companies, or channel a passion for public service into practical solutions to the world's most pressing social, economic, and environmental problems. By analyzing and understanding problems from a human perspective and applying the principles of entrepreneurship to bring them into existence, you will leave with a set of tools for developing truly innovative and disruptive ideas that change the world.

The course has no final project or major paper. All major activities are accomplished within the two-week time frame. There are no prerequisites. \$100 course fee will be reimbursed at the conclusion of the course.

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California Lutheran University

CENTER FOR ENTREPRENEURSHIP

Instructors:

Dr. William B. Gartner, professor of entrepreneurship and world renowned author on the subject of entrepreneurship. He currently holds a joint appointment with California Lutheran University and Copenhagen Business School (CBS).

Helle Neergaard, Professor at Aarhus University has researched and taught entrepreneurship for the past twenty years. Her service in the entrepreneurship field includes a long-term position on the board of the European Council of Small Business where she presently serves as president. She is also a co-preneur in a vineyard start-up in Denmark.

Claus Thrane, PhD, Associate Professor at Aarhus University has an extensive teaching experience in entrepreneurship and new venture creation. Apart from his academic career he is also the owner of a small consultancy company.

Per Blenker, Associate Professor, has researched and taught entrepreneurship for the past 30 years, with a research focus on entrepreneurship education. His particular contribution has been to develop a mundane and non-elitist approach to entrepreneurship education. In accordance with this approach he has been strongly involved in spreading entrepreneurship education to areas outside the traditional business schools.

Steffen Korsgaard, Associate Professor at Aarhus University and Adjunct Associate Professor at the University of Oslo, Centre for Entrepreneurship. His teaches broadly within the fields of entrepreneurship and qualitative methods. He has been published in ETP, ISBJ and ERD.

Lene Tanggaard, Professor of Psychology in the Department of Communication and Psychology at the University of Aalborg, Denmark, where she serves as director of the QS-research group, advisor, Co-director of The International Centre for the Cultural Psychology of Creativity (ICCP), and co-director of the Center for Qualitative Studies.

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For more information about this exciting program being offered at Cal Lutheran, contact:

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www.CalLutheran.edu/entrepreneurship



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