Nebraska Wesleyan University

Innovation and Entrepreneurship

Catalog

2026-2027

About the Program

This degree attracts disrupters and self-starters who seek to identify, research, and solve problems with skills rooted in technology, business, arts, social sciences, and humanities. Students are encouraged to develop expertise beyond the major in the academic discipline of their choice. The best innovators are those who pair expertise with an entrepreneurial mindset.

Program Learning Outcomes:

1. Students will combine liberal arts learning with the ability to identify opportunities, overcome obstacles, and learn from setbacks.
2. Students will develop an entrepreneurial mindset.
3. Students will learn to create, test and revise their ideas.
4. Students will engage in problem-solving through project-based learning by collaborating and working in terms.
5. Students will engage in real words settings through internships, projects, and partnerships with local founders.

Majors, Minors & Degrees

Majors

1. Innovation and Entrepreneurship (B.S.)

Courses

INNOV 1000 Ideas to Innovation

3 hours

This foundational course introduces creative ideas, an entrepreneurial mindset, and a team approach to problem-solving. Throughout the semester, students will learn the technical, business, artistic, writing and speaking skills necessary to promote innovation. Students will apply models of innovation to develop and pitch their own original ideas and solutions to existing businesses in our community.

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory
Archway Curriculum: Integrative Core: Innovation Thread

INNOV 2000 Problem Solving

3 hours

This course offers an immersive experience in Design Thinking as a tool for innovative ideas and strategy development. Design Thinking draws on methods from engineering and design, and combines them with ideas from the arts, tools from the social sciences, and insights from the business world. Students will complete readings and independent activities that support collaborative group work. Students gain experience in the field, where they discover the needs of their target audience with a real-world problem. They then iterate ideas to develop a range of promising possible solutions (product or service or system), create rough prototypes to take back out into the field, and test with real people in the target audience. The course culminates with a public pitch contest. Typically completed in the sophomore year.

Normally offered in the fall and spring.

Archway Curriculum: Essential Connections: Experiential Learning: Exploratory
Archway Curriculum: Integrative Core: Innovation Thread

INNOV 4010 Accelerator

4 hours

This 16-week course immerses students and community members in the process of launching and scaling early-stage ventures. Working in small founder teams, participants apply Design Thinking to refine business ideas, validate customer needs, test solutions, and build viable business models. The course emphasizes real-world traction through user engagement, pilots, or early revenue, and culminates in a professional pitch to investors, mentors, and strategic partners.

Prerequisite(s): INNOV 1000 Ideas to Innovation and sophomore standing.

INNOV 4970 Internship

1-8 hours

First-hand experience working in startups, businesses or nonprofits alongside innovators, entrepreneurs and intrapreneurs. The students will work with the director of the program to arrange the internship. Typically completed in the junior year.

Prerequisite: INNOV-2000 and junior standing or permission of the program chair.

No Pass/Fail.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

INNOV 4980 Final Project

3 hours

Students will develop a project that corresponds with their career goals. Examples could include innovating new processes and policies, reimagining existing structures and paradigms, and developing new businesses and startups. The course culminates with a public pitch or presentation. Students will process and reflect upon this experience with other students in the corequisite INNOV-4990 Capstone. Typically completed in the senior year.

Prerequisite: Senior standing and permission of the program chair.
Corequisite: INNOV-4990

No Pass/Fail.

Archway Curriculum: Essential Connections: Experiential Learning: Intensive

INNOV 4990 Capstone

1 hours

This is a course taken as part of the signature work (INNOV-4980:Final Project) done by students at the end of their degree program. Students will acquire fundamental knowledge and skills to establish a business, create a prototype, and/or disrupt an industry. This knowledge will include both industry specific knowledge as well as how to identify necessary financial, legal, and human resources to get their idea off the ground. Throughout this semester-long process, students will be paired with a hand selected group of experts, specific to the industry selected by the student, to mentor and guide them through their endeavor. Students will connect their previous learning in the Archway Curriculum, both in their liberal arts and Innovation and Entrepreneurship major, with the Final Project. They will engage in discourse with other students about their work and prepare for the next stage of their career.

Prerequisite: Senior standing and permission of the program chair.
Corequisite: INNOV-4980.

No Pass/Fail.