



## Introduction to the Center for Entrepreneurship and Economic Development

The CEED was established in the fall of 2011 as part of the new Gaige Technology and Business Innovation Building.

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## Engineering Entrepreneurship Minor

Penn State Berks launched this interdisciplinary minor in Fall 2009.

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## Kenya Trip and Milking the Rhino

Students teach youth in Kenya to make jewelry from electronic waste. Project wins “Milking the Rhino: Innovative Solutions Showcase” award.

[Learn more>>](#)



## New Student Enterprise Award

This award was created to provide seed money to support an enterprising and innovative student at Penn State Berks

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## Introduction to the CEED

The mission of the Center for Entrepreneurship and Economic Development (CEED) is to inspire an entrepreneurial spirit and innovative thinking in the Pennsylvania State University Berks community. CEED seeks to foster economic growth and development in the Greater Reading area through technology based solutions, human capital development, and enterprise creation.

## Engineering Entrepreneurship Minor

This 18-credit interdisciplinary minor is designed to foster creativity, leadership, and teamwork, and it is open to all Penn State Berks students regardless of their major. In most of the classes, independent learning is emphasized. The required courses are shown below.

**ENGR 310 (3 credits)** - Engineers and students from other majors collaborate on projects while learning about leadership and entrepreneurship. This is the introductory course to enter the minor, and it emphasizes problem-based learning.

**QMM 492 (3 credits)** - An introduction to Engineering Design course. Non-engineering majors learn about engineering fields, graphics, design, and solid modeling

OR

**ENGR 411 (3 credits)** - Engineers, Information Science and Technology, and other non-business majors learn about business finance, intellectual property, and marketing.

**ENGR 407 (3 credits)** -A problem based learning course, class lecture time is minimal.

**ENGR 497A (3 credits)** - This is the “capstone” course, and it examines the entrepreneurial mindset while designing, testing, and launching new products.

Additional Courses (6 credits)

## Kenya Trip and Milking the Rhino

It all began when the “Creative Minds Team,” comprised of Penn State Berks students and their professor, Dr. Sadan Kulturel-Konak, traveled to Kenya in May 2011 to visit the Children and Youth Empowerment Centre (CYEC), a residential care and education facility for former street-dwelling children. Their mission: to teach the youth at the center a skill that would help to sustain them in the future. But first they had to decide what skill they would teach.

The Entrepreneurial Leadership class collaborated with Jomo Kenyatta University of Agricultural and Technology (JKUAT) in Kenya, and the students came to a conclusion that electronic waste would be the best issue to tackle.

Electronic waste is a major problem worldwide, including in Kenya. The Creative Minds Team decided to take this surplus waste and use it as a resource. Their goal was to teach the youth at the CYEC to make electronic jewelry from the precious metals, computer components, wires, and plastics contained in the electronic waste and later sell the jewelry, using the profit for future educational advancements.



After months of hard work developing the project and traveling to Kenya, the Penn State Berks students entered the “Milking the Rhino: Innovative Solutions Showcase,” and they were honored with the Most Innovative Solution award for their work. The Milking the Rhino Showcase was held at Penn State University Park campus in November 2011.

The project and trip to Kenya was funded by a program and course development grant from National Collegiate Inventors and Innovators Alliance (NCIIA).

So what’s next for the Creative Minds Team?

A professor and a few students from JKUAT plan to visit Penn State Berks in the spring semester of 2012 through a NCIIA grant to continue their work on the electronic jewelry project.

For more information about the Creative Minds Team’s electronic jewelry project, contact Dr. Sadan Kulturel-Konak at 610-396-6137 or visit the blog: <http://ewasteatpsu.wordpress.com>.

## New Student Enterprise Award

The main objective of the New Student Enterprise Award is to allow students to utilize their Penn State Berks education to become entrepreneurs and start businesses that can create jobs in our local community. A one-time total grant of between \$1,000 and \$3,000, as determined by the Review Committee, may be awarded to a successful student or students who demonstrate:

- Passion to start a new business
- Business plan outlining the product requirements and time table for profitability
- Demonstrated product prototype that will be the core of the business plan
- Marketplace, including competition, where the product will be sold
- Sources and locations where the product will be developed, fabricated, and or obtained.
- Understanding of the quality, safety, and ethical issues, as well as any government regulations required of the new business
- Mentor who will assist, guide, and support the student during the startup phase.

The full application deadline is 5:00 PM on March 30, 2012.

For more information on the competition visit the website:  
<http://www.bk.psu.edu/Academics/enterprise.htm>

For additional information, questions, or concerns please contact

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