ENTREPRENEURSHIP AND INNOVATION (ENIN)

ENIN 140 Design Thinking Units: 3.00
This course teaches design thinking techniques and their application to real-life case studies. Design Thinking takes a cross-disciplinary approach wherein students from various academic and professional backgrounds engage in co-creation, peer review, online discussions, brainstorming, and prototyping activities.
NOTE Also offered online. Consult Arts and Science Online. Learning Hours may vary.
Learning Hours: 120 (72 Online Activity, 48 Private Study)
Requirements: Prerequisite None. Equivalency FILM 140.
Offering Faculty: Faculty of Arts and Science

ENIN 200 Foundations of Entrepreneurship Units: 3.00
This course delivers an introduction to the economic and organizational dimensions of innovation and entrepreneurship. Using case studies of real companies and initiatives, we'll evaluate how disruptive and incremental innovations bring about changes in the market by prompting new products and services, business models, technologies, and paradigms.
NOTE Only offered online, consult Arts and Science Online.
NOTE Also offered at the Bader International Studies Centre, Herstmonceux (Learning Hours may vary).
Learning Hours: 120 (84 Online Activity, 36 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 204 Publicity and Media Relations Units: 3.00
This course develops an understanding of the basic principles, processes and applications of public relations and marketing communications in the arts and entertainment sectors, and across the creative industries. From arts marketing, fundraising, and publicity, to talent and music management, and event planning, the course covers how public relations can be applied to many fields.
NOTE Only offered online, consult Arts and Science Online.
Learning Hours: 120 (72 Online Activity, 48 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 205 Innovation for STEAM Units: 3.00
The course welcomes students from any background to collaborate and explore the overlapping practices, paradigms, and points of divergence between the arts and STEM disciplines (Science, Technology, Engineering, and Mathematics). A "STEAM" approach combines what may at first appear to be opposite methods and processes, by emphasizing the importance of creativity, collaboration, and critical analysis to art and science.
NOTE Also offered online, consult Arts and Science Online (Learning Hours may vary).
Learning Hours: 120 (36 Lecture, 48 Online Activity, 36 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 207 Envisioning Disruptive Technologies Units: 3.00
This course illustrates the concept of disruptive technology - where the pace of technological progress easily exceeds the rate of performance improvement that customers in a market demand. The cases we will cover highlight the implications of such innovation on the research, design, promotional, and business strategies involved.
NOTE Also offered online, consult Arts and Science Online (Learning Hours may vary).
Learning Hours: 120 (36 Lecture, 48 Online Activity, 36 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 240 Explorations in Creativity Units: 3.00
Students will examine four aspects of creativity - the creative person, process, product, and press - to increase the degree to which they recognize and nurture their own creative potential. Supported by interdisciplinary research and theory, students will assess the increasing importance and global context of creativity skills in the 21st century.
NOTE Also offered online. Consult Arts and Science Online. Learning Hours may vary.
Learning Hours: 120 (84 Online Activity, 36 Private Study)
Requirements: Prerequisite None.
Offering Faculty: Faculty of Arts and Science

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ENIN 250  Makerspaces and the Creative and Innovative Process  Units: 3.00
Development of the student innovator’s mindset and skillset in design thinking. Through real-world problems, students will learn how to use makerspace equipment competently and safely, and to design, prototype, and test objects. They will be encouraged to think critically about the potential of the maker movement to create social impacts.
Learning Hours: 108 (36 Lecture, 12 Laboratory, 60 Private Study)
Requirements: Prerequisite (ENIN 140/3.0 or ENIN 200/3.0) or permission of the School.
Offering Faculty: Faculty of Arts and Science

ENIN 301  Creative Entrepreneurship  Units: 3.00
This course offers a primer on personal and organizational creativity, and is designed to support learners to develop entrepreneurial mindsets. Learners will study emerging theories of creative thinking, and develop a deep understanding of, and engagement with, discourses and methods of innovation in the creative industries.
NOTE Only offered online, consult Arts and Science Online.
NOTE Also offered at the Bader International Studies Centre, Herstmonceux (Learning Hours may vary).
Learning Hours: 120 (72 Online Activity, 48 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 340  Topics in Innovation and Entrepreneurship  Units: 3.00
Examines current innovation and entrepreneurship trends, practices, styles, theories, texts, and discourses. Through online research, assigned readings, and creative assignment, students will engage in creative exploration of innovative products, services, business models, and learn about innovative individuals.
NOTE This course is repeatable for credit under different topic titles.
NOTE Also offered online, consult Arts and Science Online.
Learning Hours: 120 (84 Online Activity, 36 Private Study)
Requirements: Prerequisite Level 2 or above.
Offering Faculty: Faculty of Arts and Science

ENIN 400  Innovation Design Sprint  Units: 3.00
This course is designed as an intense, short-burst, experiential learning expedition. It is an opportunity for students to practice developing innovative, effective solutions to real-world business, social, and creative problems.
NOTE Only offered online, consult Arts and Science Online.
Learning Hours: 108 (48 Online Activity, 60 Private Study)
Requirements: Prerequisite Level 3 or above and ENIN 200 and (ENIN 301 or CHEE 302). Exclusion ENIN 401.
Offering Faculty: Faculty of Arts and Science

ENIN 401  Venture Design and Execution  Units: 3.00
In today's fast-paced world, speed and agility are critical to generating business value. This capstone course offers a unique experiential opportunity to leverage and develop contacts in international innovation node(s), as well as opportunities to practice developing innovative and effective solutions to real-world problems.
Requirements: Corequisite  ENIN 200 and (ENIN 301 or CHEE 302). Exclusion ENIN 400.
Offering Faculty: Faculty of Arts and Science