

**Entrepreneurship in Public Health, Spring 2009**  
**NUTR 780 / HPM 780**  
**Monday 5-7 pm**  
**241 Rosenau Hall**

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The innovative, opportunistic, and sustainable nature of entrepreneurial pursuit can benefit public health initiatives. This three-credit course will introduce students to basic concepts and case studies of commercial and social entrepreneurship, and is required to pursue the *Graduate Certificate in Entrepreneurship*.

Through integration of introductory lectures, guest seminars by individuals with successful experience in public health entrepreneurship, review of literature, and student projects, students will become familiar with many faces of both commercial and social entrepreneurship in public health. Specifically, students will learn:

1. How entrepreneurial approaches can support and sustain public health efforts
2. Basic concepts behind an entrepreneurial way of thinking and approach to solving public health problems
3. How others have applied entrepreneurial principles to advancing public health goals.

**COURSE REQUIREMENTS**

**Class Participation - 30%**

Students are expected to attend all classes. Let us know if you can't make it. The success of this course requires thoughtful input and engagement from all students.

**One pagers 30%**

Each class session will require a one-pager applying the relevant/sequential Section of *Enterprising Nonprofits* to your venture

**Final project - 40%**

First steps of a business plan for your intra- or intrapreneurial venture  
Written group project and class presentation.

**SCHEDULE (TOPICS IN BOLD)**

*Course in italics meet with Life Sciences*

- Jan 12 Dr. Alice Ammerman and David Cavallo, Introduction to course
- Jan 19 Holiday, no class
- Jan 26 *Matt Megaro, former President and CEO and Greg Ruff, Founder, Quill Medical*
- Feb 2 *Leslie Boney, Associate Vice President for Economic Development Research, Policy and Planning, University of North Carolina*
- Feb 9 Peter Marks, Director, Local Food Campaign, Appalachian Sustainable Agriculture Project
- Feb 16 TBD
- Feb 23 *David H. Murdock, Chairman, CEO and sole owner of Dole Food Co. and real estate firm Castle & Cooke*
- March 2nd *John Ujvari, Small Business and Technology Development Center*  
**Financing the Entrepreneurial Effort with Federal Dollars—SBIR/STTR**  
<http://www.sbtcdc.org/>
- March 9 Spring Break, no class
- March 16 Jackie Savage, David Bruton, Peter Leousis,  
**CONNECT INC: Entrepreneurship in the Public Sector:  
Technology- Enabled Welfare Reform as a Subversive Act**  
<http://www.connectinc.org/>
- March 23 Patrick Jordan, Vice President, NovaQuest, Global Head of Alliance Management, Quintiles Transnational  
Jonathan Tunnicliffe, Vice President of Global Due Diligence, NovaQuest

- March 30 Greg Dees, Professor of the Practice of Social Entrepreneurship and Nonprofit Management, Duke Fuqua School of Business:
- April 6 *Joe DeSimone, Chancellor's Eminent Professor of Chemistry at UNC-Chapel Hill; William R. Kenan Jr. Distinguished Professor of Chemical Engineering, N.C. State University; director of the Institute for Nanomedicine at UNC-CH; co-principal investigator of the Carolina Center for Cancer Nanotechnology Excellence; director of the Institute for Advanced Materials, Nanoscience and Technology at UNC-CH*
- April 13 James Rosen, Life Sciences Division Investment Team, Intersouth Partners. **Early stage finance, the role of venture capital, and what investors look for in a proposal.**
- April 20 **Student Final Project Presentations**
- April 27 **Student Final Project Presentations**

Required Text:

*Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*, J. Gregory Dees

Recommended Texts:

*Innovation and Entrepreneurship*, Peter F. Drucker

*How to Change the World: Social Entrepreneurs and the Power of New ideas*,  
David, Bornstein

Additional Required Readings will be posted on Blackboard