ARCHITECTURE 576 ED
ENTREPRENEURSHIP IN DESIGN, DIVERSITY, ENVIRONMENT AND BEHAVIOR
CRN: 51382
3 hours
Graduate students may add 1 extra credit hour for extra work
Ask instructor for info

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This seminar was featured in DesignIntelligence (Nov. 27, 2012):
http://www.di.net/articles/entrepreneurship-in-design/

What can designers learn from successful entrepreneurs? What can entrepreneurs learn from successful designers? How does design spark creativity at Google?

What does it take to be entrepreneurial in the design professions? How are designers responsive to diversity, environment and behavior marketable commodities? What characteristics of individuals, firms and organizations make them so successful? What lessons can designers learn from Google and its innovative work environment?

This equips design students with tools to make them more effective leaders in the profession and to become more influential citizens. It empowers business administration students by understanding how high-quality, socially conscious design can enhance their future roles as business leaders.

Students will conduct case studies, studying missions, objectives, strategies, and business plans of award-winning individuals, firms, and organizations. They will analyze entrepreneurial qualities of award winning:

- High-tech firms such as Google where the design of the physical and social work environment promotes highest possible levels of creativity and
productivity, meeting needs of an increasingly diverse, global work force. **Google** has experienced its meteoric rise in large part due to its innovative physical and social work environment. A required field trip to **Google** headquarters in Chicago plays a key role in the course, providing students with a special opportunity to learn from this 21st century success story.

- Social entrepreneurs such as **Jack Sim**, President of the not-for-profit **World Toilet Organization**, listed among the “Heroes of the Environment 2008” in *Time Magazine’s Global Issue* (Oct. 6, 2008), and named “Asian of the Year” by *Channel News Asia* (2009) and *Reader’s Digest* (2011).

- Individuals, firms, and not-for-profit organizations integrating environment-behavior research into the design fields whose work has had a major impact on improving spaces and places around the world. Entrepreneurial environment-behavior researchers have engaged in successful careers by applying their findings to the design professions, resulting in award-winning environments.

- Individuals and firms initiated by diverse, underrepresented, architects and designers (women, African-Americans, Asian-Americans, Latino-Americans, persons with physical challenges) whose work has had a major impact on improving spaces and places for economically disadvantaged and culturally diverse clients.

**Professor Anthony** has earned four national awards:

- Association of Collegiate Schools of Architecture Creative Achievement Award (1992)
- Environmental Design Research Association (EDRA) Achievement Award (2005)
- Association of Collegiate Schools of Architecture Distinguished Professor Award (2009-10) and lifetime title
Here is how some recent course alumni described this seminar:

“Entrepreneurship, especially in the design profession, was very foreign to me. No one personally close to me was an entrepreneur, or at least I did not realize they were until I took this class…Personally it was the economy and the many layoffs that made me pursue this class further. Now, I can see the wide array of creative opportunities a person can do with an architectural Masters degree. My view on jobs has expanded greatly to the point I think I can become my own entrepreneur.”

“Throughout this course, I was able to sample a text, converse with fellow students, engage in powerful discussions with noteworthy and talented individuals who openly discussed their methods and paths which enabled them to be successful. The class has motivated me to be thoroughly engaged in my surroundings. I have my eyes peeled open for ideas on way to find hidden areas to exploit. The ideas that are generated are essential to starting the process of being entrepreneurial.”

“They are optimists, who are able to recognize and overcome the points of pain in their lives. Their services or products create value and improve lives for those they serve….Design entrepreneurs know how to market themselves and build relationships. They build unique brands for themselves…They also have a strong network of personal and professional supporters who give them guidance, advice, mentorship, and emotional support in their careers.”

“I have a much better grasp on what can develop into a successful career in design and models of how many people have become successful…Learning specifically from accomplished design entrepreneurs both locally and worldwide was the most important aspect of the course.”

“This course has also made me realize, however, that a variety of people have already used architectural degrees to achieve great things—not the least of which are Cameron Sinclair of Architecture for Humanity, local photographer Larry Kanfer, and the directors of Real Estate and Workplace Services at Google. These individuals have used their degrees in non-traditional ways, but their backgrounds in architecture continue to assist them in their current work.”

“While the course was short on rules or specific steps to follow in order to achieve a certain goal, it was strong with regard to expanding views, providing a basis of understanding and promoting critical and creative thinking. The importance of “other people”, contingency plans, growth, vision and teamwork has all been explained in more detail and with relevant connections for the future.”