Hello!

If designing, creating, inventing, or starting a business interests you, I’m thrilled to tell you about the Design, Technology, and Entrepreneurship (DTE) program at Illinois Wesleyan!

This exciting, interdisciplinary program combines the key elements of business, physics, and product design. Teaching you the language of all three disciplines while giving you the opportunity to dive deeper into your chosen concentration, this cutting-edge program will set you up for success in the real world of marketing, creation, and design.

You will find and hone your technical skills in “how things work” by deconstructing and rebuilding mechanical devices. In our product design classes, you will understand why design, colors, and materials are paramount in your decision process. You will build a team of like-minded, highly motivated peers to create profitable companies in our entrepreneurship classes. During your time as a DTE major, you will assemble an electronic portfolio of your designs and eventually, your finished products and successful businesses.

Perhaps most importantly, as part of IWU’s DTE program, you will find professors who are personally dedicated to fostering YOUR growth and creativity, challenging YOUR limits, and expanding YOUR knowledge. They will walk hand in hand with you through this journey.

During this exciting season of growth and opportunity in your life, it is my sincere hope that you consider Illinois Wesleyan. I wish you continued success as you embark on this new chapter and look forward to meeting you on your next campus visit.

Sincerely,

Tara Gerstner
Director of Design, Technology, and Entrepreneurship

through market research, Tim Leiser recognized that small businesses and nonprofits needed affordable technology, so he built an app to help universities and nonprofits track volunteer hours and he started Do Good, a company offering marketing and technology services to small organizations.

Double Major: computer science and sociology
Currently: Recipient of a Google SVA Scholarship and pursuing an MBA
Hometown: Mundelein, Illinois

“to have people who are on the top of their game and who know what they are talking about, that sort of advice is invaluable.”

Tim Leiser, Class of 2016
Entrepreneurial Fellowship Recipient
Curiosity piqued? Pursue a Bachelor of Arts (B.A.) in Design Technology and Entrepreneurship (DTE) with one of the following concentrations:

- **Design:** Do you enjoy creating or enhancing things to improve aesthetics, convenience, architecture, or functionality? With a product design concentration, you may go on to work in user experience (UX) design.

- **Technology:** Do you enjoy building things, discovering how technology operates, or designing new mechanisms? Focusing on the mechanical, electrical, or programming aspects of creation, a concentration in technology will prepare you to work in many technology- and engineering-related areas.

- **Entrepreneurship:** Do you tend to think differently and have a knack for spotting needs to fulfill? Do you dream of being your own boss and launching a business of your own? Our entrepreneurship concentration, where you will focus on the implementation of ideas, is for you. Grads go on to work in the field of business, in start-ups, or launch their own businesses.

If intrigued, yet you have another major in mind, consider a DTE Minor in Entrepreneurship or Product Design, which is conducive for enterprising students who wish to forge their own unique path. As well, our makerspace (the IDEA Center) is available to ALL IWU students to flex their creative muscles!

**DEGREE PROGRAMS**

DTE combines three prominent fields to create the opportunity to become fluent in the worlds of business, technology, and design. Launch your idea by designing, prototyping, and developing a business model to successfully begin your first venture.

As a DTE major, you will learn from dedicated faculty across numerous disciplines. Discover how things work with our physics professors, discuss the aesthetics and design with our art professors, and put it all together to launch your own company with our business professors.

**CUTTING-EDGE FACILITIES**

Check out our state-of-the-art IDEA Center where you will invent, prototype and launch your ideas into reality. It is here you will have access to new technologies, diverse equipment, and the opportunity to collaborate with highly motivated, like-minded individuals.

- 3D printers
- 86” touch screen computer
- Laser cutter
- Large-format vinyl cutter
- Sewing machine
- Embroidery machine
- Knitting machine
- Adobe Creative Suite

**IDEA Center Workshops:** Build your skillset by attending workshops in our IDEA Center. Learn about anything from 3D printing to embroidery to the future of AI.

**EXPERIENTIAL LEARNING**

- **Innovation Fellows:** Project-based courses offer a unique opportunity for small groups of first-year students to interact with faculty and fellow students while exploring topics beyond the classroom.

- **3 Start-Up Weekend:** Host an annual event bringing community members and students together to compete for seed money during an intensive weekend of innovation and entrepreneurship.

- **Travel opportunities:** DTE students visit St. Louis and Chicago for workshops and seminars, and take a May term trip to Spain and Italy.

- **Market yourself:** Students prototype products and build their own e-portfolios.

- **Start a business:** In upper level classes, students launch businesses and compete with classmates.

**OPPORTUNITIES TO EXPLORE**

- **Funding:** Throughout your time at IWU, you will find opportunities to compete for seed funding at monthly and bi-annual competitions.

- **IDEA Center Workshops:** Build your skillset by attending workshops in our IDEA Center. Learn about anything from 3D printing to embroidery to the future of AI.

- **Entrepreneur-in-Residence:** You will benefit from our Entrepreneur-in-Residence program by learning from an IWU grad who has gone on to achieve their goals and returned to share their experiences and knowledge.

**ABC CENTER**

Network with experienced entrepreneurs: Bloomington/Normal is home to a rich and vibrant community of local businesses and innovators. Our faculty integrates these experienced entrepreneurs into the classroom and throughout DTE programs.

**Join an RSO (Registered Student Organization) and spend time with other students who love to innovate, design and create. Possible RSOs include The Makers Club and Collegiate Entrepreneurs Organization (CEO).**

**A CREATIVE COMMUNITY**

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**NETWORK WITH EXPERIENCED ENTREPRENEURS**

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**APPLICATIONS**

APPLY ONLINE NOW www.iwu.edu/apply