

Fostering Innovation: A Curricular Track for Business and Entrepreneurship

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Overview

- The Kennedy Pharmacy Innovation Center Business & Entrepreneurship (B&E) Program was started in 2013
- In 2021, the B&E Program underwent significant changes to align with ACPE standards and CAPE Outcomes
- Knowledge, Skills, and Abilities for the program were defined.
- Students maintain a portfolio via USC's Learning Management System in order to receive certificate

Knowledge, Skills, and Abilities

Knowledge

Business Plan Development
Accounting
Finance
Sales & Marketing

Skills

Dealing with Failure/Resiliency
Proactive Problem Solving
Negotiation
Networking/Executive Presence

Abilities

Developing Passion
Calculated Risk Taking

Program Requirements

Program Activities	Primary KSA	Secondary KSA
Excel certification	Finance	Accounting
Discover Your Passion Workshop	Developing Passion	Proactive Problem Solving
Pharmacy Innovation Career Summit	Networking	Developing Passion
Negotiation Skills Workshop	Negotiation	Proactive Problem Solving
Career Expo Elevator Pitch Practice	Networking/Executive Presence	Negotiation
Attend two organization events and participate in networking	Networking/Executive Presence	
CV/Resume Development Workshop	Networking/Executive Presence	
Business Plan Competition or Practice Innovation Competition	Business Plan Development	Sales & Marketing
Business/Management or Practice Innovation Independent Study	Variable	Variable
Pre-Pharmacy Economics Course	Finance	
Accounting Course	Accounting	
Marketing Course	Sales & Marketing	
Personal Finance Elective Course	Finance	Accounting
Entrepreneurship Elective Course	Business Plan Development	Sales & Marketing
Health Systems and Management Required Course	Sales & Marketing	Business Plan Development
APPEs in Business/Management and Innovation	Networking/Executive Presence	Developing Passion

Participant Results

"The great thing about the Business & Entrepreneurship track is that you don't have to be interested in ownership to participate in the program. This track allows you to practice creative thinking and is beneficial no matter what field of pharmacy you are interested in. Pharmacy is full of innovative ideas and ways to expand our services to optimize patient outcomes."



- Beginning with the class of 2019, 76 students have expressed interest in completing
- 25 completed at least one activity in the program
- 20 students (80%) completed all activities and earned the certificate

Anticipated Program Changes

- Formal Orientation to Program & Portfolio
- Improve exposure/recruitment to all students
- Align value proposition for students
- Increase quality and quantity of engagement with enrolled students
- Assess program impact utilizing GET2 Assessment