

National Louis University Master (M.S.) in Design Thinking and Entrepreneurship



This case summarizes lessons learned in adopting the GEET+ framework and assessment criteria.

National Louis University's M.S. in Design Thinking and Entrepreneurship (MSDTE) program prepares students to create entrepreneurial business opportunities or innovate as corporate entrepreneurs. Located in Chicago, a city characterized by a high number of women-owned businesses and women inventors, the program focuses on women's entrepreneurship. Open to all graduate students, the program design employs a human-centered approach to help students empathize and deepen their understanding of client needs, think broadly when problem-solving, and recognize others' contributions. GEET+ was employed to inform the design of the program proposal, content, and execution.

Outcomes

- Acted as a checklist to structure change and to focus and categorize tasks, "highlighting things that we missed"
- Provided external validation about the need for a program focusing on women's entrepreneurship (e.g., informed the program proposal and pitch to senior administrators, including the President and Board of Trustees)
- Allowed MSDTE to adopt an EDI lens in entrepreneurship education that differentiated the program brand
- Provided mentorship to students by using GEET+ as a framework and tool for their own work in the program
- Informed program administrators about the need to train faculty, stay up to date with research on women's entrepreneurship, and create shared language and common understanding about EDI in the context of entrepreneurship education
- As an external framework, GEET+ helped to validate the need for the M.S. program and the program design in a higher education context

Lessons Learned

- GEET+ is relevant in many learning contexts of higher education (e.g., graduate programs in business, psychology, and organizational leadership)
- EDI work takes time (e.g., gaining faculty buy-in, and acquiring and disseminating knowledge about EDI in entrepreneurship education across departments requires planning and investment)
- GEET+ is a resource to support women entrepreneurs and entrepreneurial students in validating design, program, and evaluation models

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