

ENGR 39697:

# VENTURE MEETS MISSION

BOLD SOLUTIONS    CRUCIAL PARADIGM SHIFT    MISSION DRIVEN INNOVATION

**3-CREDIT COURSE (CRN 27084)**  
**TUESDAYS & THURSDAYS • 4:30 PM - 5:45 PM • ARMS 1028**

**Jim Santa, DBA**

Senior Director, Academic Partnerships,  
NobleReach Foundation

*Jim Santa is the Senior Director of Academic Partnerships at NobleReach and a former faculty member at the Rochester Institute of Technology. With a background in academia, industry, and national defense, he brings deep expertise in business systems, project management, and innovation.*

## COURSE DESCRIPTION

The world faces unprecedented challenges—climate change, cybersecurity threats, pandemics, social and economic inequality, and more. These issues demand bold solutions, not just business as usual. The *Venture Meets Mission* course introduces a crucial paradigm shift to how we can solve these problems: harnessing the power of mission-driven innovation to create positive societal impact. Over the semester, students will learn the method and strategies for building entrepreneurial ventures that create public value while achieving sustainable financial success. Through a hands-on approach that places societal challenges at the center of learning, students will learn how to dissect an impact problem, identify problem beneficiaries, mobilize resources and networks, and develop the tools and leadership skills necessary to initiate and lead innovations that address contemporary global challenges.



**Whether you're an aspiring entrepreneur, engineer, or simply someone who wants to make a difference**, this course equips you with the knowledge and inspiration to be a part of the solution. Emerge equipped to launch your mission, navigate complex collaborations, and become a leader in a world where profit and purpose go hand-in-hand.

## QUESTIONS?

Contact **Sue Bayley** - [sbayley@purdue.edu](mailto:sbayley@purdue.edu)