

Integrating research with entrepreneurship opportunities in academia: It starts in the classroom.

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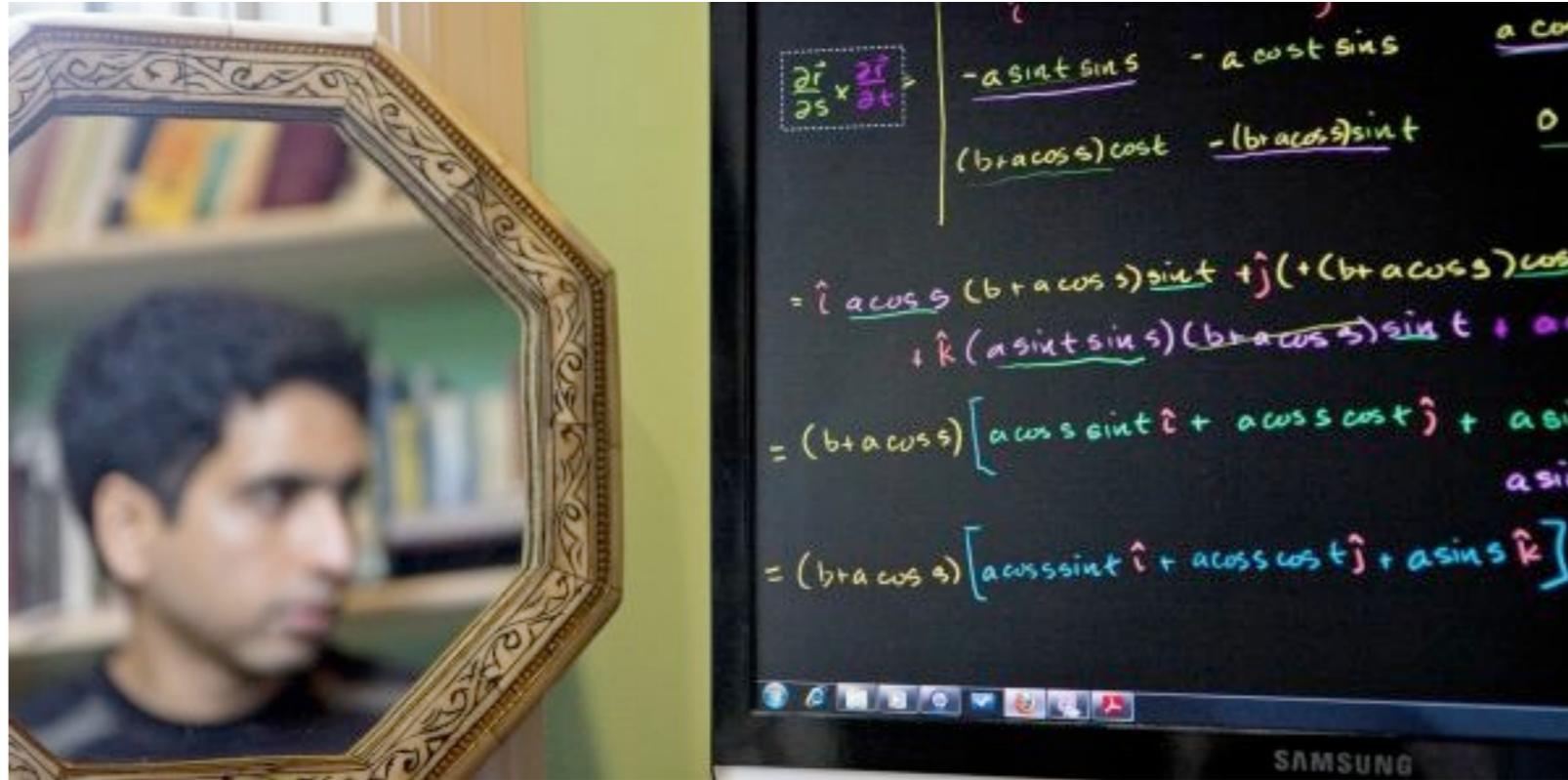
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# The Future of the Academy: Entrepreneurship

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“Traditional universities proudly list the Nobel laureates they have on campus (most of whom have little to no interaction with students),” he [Khan] writes. **“Our university would list the great entrepreneurs, inventors, and executives serving as student advisers and mentors.”**

Salman Khan, “What College Could be Like”

# Research and Entrepreneurship Starts in the Classroom

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“Existing campuses could move in this direction by de-emphasizing or eliminating lecture-based courses, having their students more engaged in **research and co-ops in the broader world**, and having **more faculty with broad backgrounds** who show a **deep desire to mentor students**.”

Salman Khan, “What College Could be Like”

# Inverting the Model

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- clear need to spend more time **working with** students rather than **lecturing at** them
- stronger focus on **undergraduate research** and **in-class opportunities (mentoring everyone)** to reinforce “online” lecture material
- develop a **research mentality for everyone**: being a researcher and holding a PhD are not an equivalence class; research about artifacts (not just papers)
- **distinguished professional in residence** model (see Khan): experience is, indeed, (one of) the best teachers (e.g. Phil Ponce, <http://bit.ly/10Zzynw>)
- **eliminate or deemphasize grades** and use evaluations instead? (e.g., Evergreen State College, <http://www.evergreen.edu/evaluations/>)

# Interesting research + entrepreneurship example

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Ankit Gupta and Akshay Kothari **started Pulse in 2010 as a class project** at Stanford that grew out of their dissatisfaction with mobile news reading. With Pulse, they aimed for "an effortless experience, with clean design and easy access to all of our favorite sources," [they wrote in a separate blog post](#) on Thursday.

Acquired by LinkedIn, 4/12/2013 for \$90 million.

What grade would you give these folks? Is it research? You be the judge.