



PHYSICS AND ASTRONOMY COLLOQUIUM

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“What Your Mother ... er ... Advisor Never Told You: The Other Things We Need to Learn (and Teach)”

Abstract

Studying physics (or any other subject...) because you love it is great. There are many and diverse career paths available to those who study physics, and we ‘sell’ physics to prospective students based on this. Unfortunately, there are skills, knowledge, and attitudes that physics education, by itself, doesn’t typically provide to prepare students for the real world that they will enter – no matter what that career path may be. Innovation and entrepreneurship education is the key to bringing this content to physics students, with important benefits for all: Better preparation of students, greater ability to recruit students to the discipline, new opportunities for research projects, and, yes, the potential for financial and professional reward.

Similarly, the capacity of physics to contribute to commercial ventures is great, but rarely is it accomplished at the same