TE/ENG 298 High Tech Ventures: From Idea to Enterprise

Credit: 2 credit hours, 2 hours lecture-discussion per week
Schedule: Tuesday 2:00-3:50pm, 112 Transportation Building
Instructor: Harlee Sorkin

Required Resources:
Technology Ventures: From Idea to Enterprise: Byers, Dorf, and Nelson; McGraw-Hill, 3rd Ed.
How to Build a Startup: https://www.udacity.com/course/ep245

Course Description:
This class examines the fundamentals of technology entrepreneurship and addresses critical areas of the entrepreneurship process such as: Creating a successful startup and transforming it into a sustainable business; Validating an idea and taking it to market; Evaluation of new ideas; Forming high performance teams; Financing a technology-based startup. This class combines field trips to local startups and businesses as well as the University Research Park and EnterpriseWorks incubator, in-depth case studies, and a hands-on class project. The class is intended for undergraduates of all majors interested in technology entrepreneurship and is intended to be the first class in a three course track towards a technology entrepreneurship certificate.

Student Outcomes/Educational Objectives*:
- Students will be introduced to core technology business topics. Students will be expected to cover detailed theoretical components via assigned reading and videos. [H]
- Students will apply principals learned by analyzing business scenarios, making decisions and defending their judgments in both written and oral presentations. [B,G]
- Students will be introduced to real startups via field trips to the EnterpriseWorks incubator at the UI Research Park where they will be introduced to entrepreneurs actively commercializing technology that originated at the University. [H,J]
- Students will form teams and collaborate on idea generation. Projects will last the majority of the course and will constitute a significant portion of the final grade. [D]
- Students will be expected to engage with potential customers to validate their business ideas. [B]
- Students must give consideration to and defend the economic & social impact of their project. [F]
- Teams will present final written and oral deliverables during the last week of class. [G]
- Students will be expected to scrutinize and provide constructive feedback of peer presentations. [H]
Topical Outline:

- Venture Opportunity, Concept & Strategy
  - Introduction to Technology Entrepreneurship & Key Frameworks
  - Invention & Innovation
  - From Idea to Opportunity
- Venture Formation & Planning
  - Business Models
  - Social Entrepreneurship
- Detailed Functional Planning for the Venture
  - Entity Formation
  - Team Building & Compensation
  - Intellectual Property
- Financing & Building the Venture
  - Venture Finance
  - Accounting
  - Marketing & Sales

Grading Policy:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>25%</td>
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<tr>
<td>Midterm</td>
<td>15%</td>
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<tr>
<td>Group Project</td>
<td>25%</td>
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<tr>
<td>Final</td>
<td>25%</td>
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<tr>
<td>Attendance &amp; Class Participation</td>
<td>10%</td>
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</tbody>
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*The letters in parentheses in this section refer to the ABET a-k standards.

Prepared By: Harlee Sorkin