COURSE OUTLINE

BSAD 345 - Technological Innovations and Entrepreneurship

Prepared By: Dr. Charles R. Fenner
A. **TITLE**: Technological Innovations and Entrepreneurship

B. **COURSE NUMBER**: BSAD 345

C. **CREDIT HOURS**: (3)

D. **WRITING INTENSIVE COURSE**: (No)

E. **COURSE LENGTH**: (15 weeks)

F. **SEMESTER(S) OFFERED**: (Fall or Spring)

G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY**: 3 lecture hours per week

H. **CATALOG DESCRIPTION**: Technology entrepreneurship is a spirited approach to business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering and analyzing resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills. It is a recent global phenomenon that has driven vital changes in society by empowering individuals to seek opportunity in technological and business solutions when presented with what others see as insurmountable problems. This course will introduce the fundamentals of technology entrepreneurship. It is aimed at guiding students who may be starting their own businesses in the future or working for a high-growth company.

I. **PRE-REQUISITES/CO-REQUISITES**:  
   a. Pre-requisite(s): Principles of Macroeconomics (ECON 101), Introduction to Finance (FSMA210) and Introduction to Information Technology (CITA 110)  
   b. Co-requisite(s): none

J. **GOALS (STUDENT LEARNING OUTCOMES)**: By the end of this course, the student will be able to:

<table>
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<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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<tbody>
<tr>
<td>a. Form an entrepreneurial perspective</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>b. Identify potential market opportunities</td>
<td>2. Crit. Thinking</td>
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<td>3. Prof. Competence</td>
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<td>c. Analyze the technological innovation from the perspective of an investor, a</td>
<td>2. Crit Thinking</td>
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<td>family-business successor, or an owner-manager</td>
<td>3. Prof. Competence</td>
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<td>d. Evaluate the viability of a high-potential technological innovation</td>
<td>2. Crit Thinking</td>
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<td></td>
<td>3. Prof. Competence</td>
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<td>e. Determine internal and external resources to</td>
<td>2. Crit. Thinking</td>
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L. **REFERENCES:** None

M. **EQUIPMENT:** (university supplied equipment, i.e., technology enhanced classroom)

N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**

- Exams
- Quizzes
- Papers
- Participation

P. **DETAILED COURSE OUTLINE:**

I. The Entrepreneurship Perspective
   A). Overview
      a. e-Business
      b. Entrepreneurship,
      c. High technological innovation
   B). Entrepreneurial traits, characteristics and behavior
   C). Introduction to models of innovation creation
   D). Technology forces that create opportunities in the past decades and the current trends

II. Opportunity Recognition and Evaluation
   A). Source of opportunities: creativity and improvisation
   B). From idea to opportunity
   C). Business analysis
      a. Analyzing the market and market penetration analysis
      b. Financial statement analysis
      c. Pricing the innovation
         i. Traditional DCF technique
         ii. Dynamic DCF technique
         iii. Real option technique
   D). Forming a business plan
      a. The content of a business plan
      b. How to prepare a business plan
c. Communicate a business plan to the financial community
E). Intellectual property
F). Negotiating start-up challenges

III. Gathering Resources
A). The determinants of technological innovation in financing
B). Fundamentals of finance
   a. Cash flows
   b. Risk and return
   c. Measures of profitability
C). Venture capital and financing sources
   a. Traditional money sources
   b. Alternative money sources
D). Recruiting and rewards

IV. Technology Commercialization
A). Market analysis
   a. Primary vs. second market
   b. Industry analysis
   c. Competitor analysis
B). Forming and assessing commercialization strategies
C). Legal and ethical issues
   a. IP Protection
   b. Patent
D). Forming an exit strategy

V. Managing Ventures
A). Real time decision making
   a. Time of entry
   b. Mode of entry
   c. How to compete
B). Initial Public Offering (IPO)
   a. Introduction to IPO process
   b. IPO pricing and underwriting
   c. The underpricing of IPO
C). Managing venture growth
D). Merger and acquisition
E). Social entrepreneurship

VI. Recent and Future Trends in Technology Entrepreneurship
A). Business lifecycle and leadership
B). Traditional corporate vs. entrepreneurship career path