

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK



MASTER SYLLABUS

BSAD 345 – TECHNOLOGICAL INNOVATIONS & ENTREPRENEURSHIP

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.0701

For assistance determining CIP Code, please refer to this webpage

<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>

or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas C Kocher (clerical update)

**SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024**

A. TITLE: Technological Innovations & Entrepreneurship

B. COURSE NUMBER: BSAD 345

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

| | |
|--------------------------|----------|
| # Credit Hours per Week | 3 |
| # Lecture Hours per Week | 3 |
| # Lab Hours per Week | |
| Other per Week | |

D. WRITING INTENSIVE COURSE:

| | |
|-----|---|
| Yes | |
| No | x |

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

| | |
|---|--|
| [1-2] Communication | |
| [3] Diversity: Equity, Inclusion & Social Justice | |
| [4] Mathematics & Quantitative Reasoning | |
| [5] Natural Science & Scientific Reasoning | |
| [6] Humanities | |
| [7] Social Sciences | |
| [8] Arts | |
| [9] US History & Civic Engagement | |
| [10] World History & Global Awareness | |
| [11] World Languages | |

F. SEMESTER(S) OFFERED:

| | |
|-----------------|---|
| Fall | |
| Spring | x |
| Fall and Spring | |

G. COURSE 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.

H. PRE-REQUISITES: ECON 101, FSMA 210 and CITA 110
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

| Course Student Learning Outcome [SLO] | Program Student Learning Outcome [PSLO] | GER | ISLO & Subsets |
|---|---|-----|----------------|
| a. Form an entrepreneurial perspective | | | 5 |
| b. Identify potential market opportunities | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 8.2 Appropriately manage resources based on their recognized availability | | 2 – IA |
| c. Analyze the technological innovation from the perspective of an investor, a family-business successor, or an owner-manager | 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | | 2 – IA |
| d. Evaluate the viability of a high-potential technological innovation | 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | | 2 – IA |
| e. Determine internal and external resources to finance the innovation | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 8.2 Appropriately manage resources | | 5 |

| | | | |
|---|--|--|--------|
| | based on their recognized availability 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | | |
| f. Comprehend different strategies used to commercialize a technological innovation | 1.2 Demonstrate the ability to identify and evaluate relevant information for decision-making. 9.2 Analyze operations to identify opportunities and develop plans to leverage digital technologies and innovation in business processes | | 2 – IA |

| KEY | <u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u> |
|----------|---|
| ISLO # | ISLO & Subsets |
| 1 | Communication Skills Oral [O], Written [W] |
| 2 | Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA] , Problem Solving [PS]</i> |
| 3 | Foundational Skills <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i> |
| 4 | Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i> |
| 5 | Industry, Professional, Discipline Specific Knowledge and Skills |

J. APPLIED LEARNING COMPONENT:

| | |
|-----|---|
| Yes | x |
| No | |

If yes, select [X] one or more of the following categories:

| | | | |
|--------------------|--|--|---|
| Classroom / Lab | | Community Service | |
| Internship | | Civic Engagement | |
| Clinical Practicum | | Creative Works/Senior Project | |
| Practicum | | Research | |
| Service Learning | | Entrepreneurship [program, class, project] | x |

K. TEXTS: OER and Library Resources

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Assignments
- 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 & 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
- d. Traditional DCF technique
- e. Dynamic DCF technique
- f. 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

Q. LABORATORY OUTLINE: None