

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



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
BSAD 345 - Technical Innovations & Entrepreneurship**

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Updated by: Button, David

School of Business and Liberal Arts

Department: Business

Semester/Year: Spring 2019

- A. **TITLE:** Technical Innnovations & Entrepreneurship
- B. **COURSE NUMBER:** BSAD 345
- C. **CREDIT HOURS:** 3 credit hour(s) per week for 15 weeks

- One hour (50 minutes) of lecture per week
- Two to three hours of lab or clinical per week
- Two hours of recitation per week
- 40 hours of internship

- D. **WRITING INTENSIVE COURSE:** Yes No

- E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

- F. **SEMESTER(S) OFFERED:** Fall Spring Fall & 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:** None Yes If yes, list below:

Principles of Macroeconomics (ECON 101), Introduction to Finance (FSMA210) and Introduction to Information Technology (CITA 110)

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

By the end of this course, the student will be able to:

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
a. Form an entrepreneurial perspective			5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
b. Identify potential market opportunities			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets
c. Analyze the technological innovation from the perspective of an investor, a family-business successor, or an owner-manager			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets
d. Evaluate the viability of a high-potential technological innovation			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets
e. Determine internal and external resources to finance the innovation			5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
f. Comprehend different strategies used to commercialize a technological innovation			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets

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KEY	<u>Institutional Student Learning Outcomes [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

*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes No

If YES, select one or more of the following categories:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input checked="" type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. **TEXTS:**

Byers, T. H., Dorf, R. C., & Nelson, A. J. (2014). Technology ventures, from idea to enterprise. (4th. ed.). McGraw-Hill Science/Engineering/Math.

L. **REFERENCES:**

M. **EQUIPMENT:** None Needed:

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

O. **SUGGESTED 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 & 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

Q. LABORATORY OUTLINE: None Yes

