

GE 498 TE1 – Technology Entrepreneurship 1

Instructor: Brian Lilly, PhD

Text: New Venture Creation: Entrepreneurship for the 21st Century, 7th edition
Jeffrey A. Timmons & Stephen Spinelli
McGraw Hill Sixth Edition

Description: The course covers a broad range of topics that critically affect technology-based ventures. Primary emphasis is placed on the aspects of starting a technology-based venture including product development, marketing, financials, and business plan preparation. The students will apply this information by preparing a business plan for a technology-based product or service of their choosing. Students entering the class without a particular idea or business opportunity will be aided with suitable opportunities. Plans may be prepared in two person teams or as individuals. The class lectures and case study discussions will cover considerable material that may not be included in the textbook. Consequently, attendance and participation are an important component of the final grade.

Grading: 50% - Written Business Plan (Due dates for various elements shown in blue)
30% - Homework (Assignments shown in red, due next class period)
10% - Business Plan Presentation
10% - Attendance and class participation

Cases: For each case assigned, a typed one-page critical review is required. The critical review should include key individuals/organizations within the case, a timeline of events, key decisions, and the student's recommendation of what action should be taken. Cases turned in after the due date, or not typed, will not receive credit.

Quizzes: Classroom assignments or quizzes are used throughout the course. Quizzes may be unannounced and used as needed within the course. Classroom attendance is required to stay abreast of any assignments. Make-up quizzes or assignments are not allowed.

Business Plan: The Business Plan may be completed individually or in teams of two. Business Plans should be no longer than 20 pages and typed. Students are encouraged to submit sections of the plan as covered in class to receive constructive feedback and then submit the full Business Plan at the conclusion of the course. The Business Plan includes components that may include:

- Executive Summary
- Industry and Products or Services Overview
- Market Research and Analysis
- Marketing Plan
- Design and Development Plans
- Manufacturing and Operations
- Management Team
- Overall Schedule (Critical Risks, Problems, and Assumptions)
- Financial Plan

Presentation: The Business Plan Presentation is a 15-20 minute PowerPoint presentation followed by 5-10 minutes of questions. Students are graded on their thoroughness, professionalism and timeliness.

| Week | Lecture | Discussion |
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| 1 | | Course Introduction Cozad Business Plan Competition (Read Chapter 1) |
| 2 | Course Introduction Cozad Business Plan Competition (Read Chapter 1 Ex pg 27-37) | Ch. 1 The entrepreneurial Mind (Read Chapter 2, Ex pg 38-47) |
| 3 | Ch. 2 America's Entrepreneurial Revolution Read Case Study 1 prepare critical review | Case Study 1 (Read Ch. 3) Study questions 1-10 pg 66 1-10 |
| 4 | Ch. 3 The Entrepreneurial Process (Read Case Study 2 prepare critical review) | Case Study 2 (Read Ch 4) Study Questions 4,6 pg 97 |
| 5 | Ch. 7 & 9 Founders and Team lecture | Business Plan Workshop (Business Plan Opportunity due) (Read Ch 12) |
| 6 | Marketing and Sales Plan (Read Case Study 3 prepare critical review) (Exercise Prepare sales and Marketing Plan) Due Oct 3 rd | Case Study 3 (Read Handout Market Research) |
| 7 | Market Research (Read Case Study 4 prepare critical review) | Case Study 4 (Read Handout Marketing Plan) |
| 8 | Income Statement | Business Plan Workshop (Market Research due) (Exercises Ch. 12, Read Ch. 13) |
| 9 | Ch. 13 Entrepreneurial Finance | Business Plan Workshop (Market Plan due) (Exercises Ch. 13, Read Ch. 14) |
| 10 | Ch. 14 Obtaining Venture and Growth Capital (Read Case Study 5) | Case Study 5 Income Statement & Balance Sheet handout |
| 11 | Income Statement & Balance Sheet (Read Case Study 6) (Exercises on financials) | Case study 6 (Read Ch. 15) |
| 12 | Ch. 15 Company Valuation (Exercises Ch. 15) | Review Financial Statements |
| 13 | Manufacturing Plan | Business Plan Workshop (Financial Plan Due) |
| 14 | Business Plan Presentations | Business Plan Presentations |
| 15 | Business Plan Presentations | Business Plan Presentations (Final Business Plans Due) |