

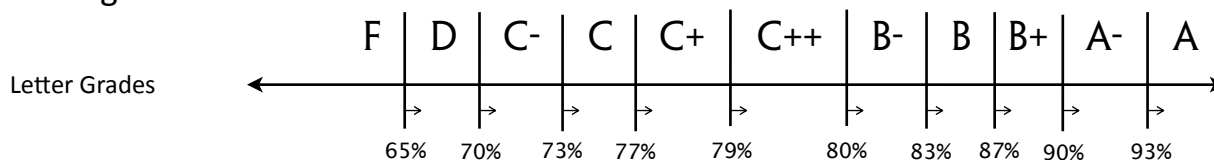
Technology Entrepreneurship

ITS 440 • Fall 2012

-Background

When and where	Thursday afternoons 3:30pm through 6:15pm in Hancock 1021	
Some books we'll use. You'll be working in teams, so not every student needs to get every book.	<i>Founders at Work</i> by Jessica Livingston	ISBN 978-1430210788
	<i>Venture Deals</i> by Brad Feld and Jason Mendelson	ISBN 978-0470929827
	<i>The Lean Startup</i> by Eric Ries	ISBN 978-0307887894
	<i>The Innovator's Dilemma</i> by Clay Christensen	ISBN 978-0062060242
	<i>Breaking Windows</i> by David Bank	ISBN 978-0743203159
Web site	http://www.labouseur.com/courses/techent/	
Instructor	Alan G. Labouseur Hancock 3017 <i>(Office hours are posted. There will be cake.)</i>	Alan.Labouseur@Marist.edu 845-575-3832 <i>Marist phone</i> 845-440-1102 <i>home office phone</i>

-Grading



You can earn up to 1000 points over the course of the semester, broken down as follows: (These weights are subject to minor variation.)	Team Research Presentation	15%	150 points - <i>Founders at Work</i>	[4,5]
	Team VC Presentation	15%	150 points - <i>Venture Deals</i>	[4,5]
	Mid-term Exam	15%	150 points - one-page study sheet	
	Final Exam	15%	150 points - one-page study sheet	
	Team Business Presentation	30%	300 points - <i>The Lean Startup</i>	[4,5]
	Attendance and Participation	5%	50 points - for quality and quantity	[1]
	Laziness Adjustment	3%	30 points - for not being lazy	[1]
	Whining Adjustment	2%	20 points - for not whining	[1]

-Objectives and Assessment

Assessment methods include assignments, quizzes, exams, discussions, presentations, peer review, and projects. [References] refer to Department of Computing Technology Goals available at <http://www.labouseur.com/courses/goals.pdf>

In this course, I hope that you will learn . . .

- the difference between invention and innovation. [1, 2e, 3]
- how companies develop new technology products and services. [1, 2e, 3]
- ways to seek and see new opportunities in existing markets. [1, 2e, 3]
- how investors look at technology companies. [1, 2e, 3]
- some insights to intellectual property, financing, and legal issues. [1, 2e, 3]
- that launching a startup and/or working for yourself is a viable and exciting alternative to joining a big company upon graduation. [1]

Further, students will get practice in finding some answers for themselves. Capable problem solvers never stop learning.

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-Proposed Schedule

#	Week	Topic	Milestone
1	30-Aug	Introduction and expectations / The Plan / Examples from past classes <i>Topic: Invention vs. Innovation / Crossing the Chasm / About Entrepreneurship</i>	
2	6-Sep	Tech news and startups discussion / Business Ideas / Form Teams <i>Topic: Theories of Innovation / Entrepreneurial Traits / Venture Strategies</i>	Teams Formed Topics Assigned
3	13-Sep	Tech news and startups discussion / Team Research Presentations <i>Topic: Product Development / Innovation Pipeline Challenges / Innovate or Imitate?</i>	Research Presentations
4	20-Sep	Team Research Presentations / Tech news and startups discussion <i>Guest speaker Marist alum Jon Miller, software developer at Microsoft</i>	Research Presentations
5	27-Sep	Tech news and startups discussion / Team VC Presentations <i>Topic: Intellectual Property</i>	VC Presentations
6	4-Oct	Tech news and startups discussion / Team VC Presentations Field trip to the 2012 Fall Internship and Career Fair in the McCann Center	VC Presentations
7	11-Oct	Mid-term Exam - in class; one-page study sheet permitted	<i>Doug is quiet for over an hour</i>
8	18-Oct	Tech news and startups discussion / Final project business ideas <i>Topic: Social Media, Marketing, and Startups with guest speaker Joanna Belbey</i>	Start reading <i>The Lean Startup.</i>
9	25-Oct	Tech news and startups discussion / Final project business ideas <i>Topic: Leadership with guest speaker Captain Paul X. Rinn</i>	Reading <i>The Lean Startup</i>
10	1-Nov	Tech news and startups discussion / Final project elevator pitches due. <i>Topic: Human Resources with guest speaker Susan Scanlon</i>	Reading <i>The Lean Startup</i>
11	8-Nov	<i>Topic: Entrepreneurial Finance with guest speaker Kevin Callaghan</i> Elements of a pitch deck, part one (from YC, Stanford class, and Alan's notes)	Finish reading <i>The Lean Startup.</i>
12	15-Nov	Elements of a pitch deck, part two (still from YC, Stanford class, and Alan's notes) Alan's <i>GeoWalker</i> presentation / Tech news and startups discussion	First draft of final project
13	22-Nov	<i>No class meeting - Thanksgiving</i>	Final project 1 st draft - internal
14	29-Nov	Business presentations beta / feedback from Alan and the class <i>Topic: Legal matters with guest speakers Cappillino & Rothschild</i>	Final project 2 nd draft - public
15	6-Dec	Team Final Project Business Presentations <i>Topic: Final project feedback from guest speakers from investment analytics firm Ipreo</i>	Final Project - Perfect Draft
16	13-Dec	Final Exam - in class; one-page study sheet permitted.	<i>Will Doug be quiet this time?</i>

Note: Guest speaker names, dates, topics, and personalities are all tentative until we actually see them.