

**BE 4305: Engineering Entrepreneurship I  
Fall 2010 Syllabus**

**Meeting Schedule**      Wednesday 4:30 p.m. - 5:20 p.m.      Location      E B Dorf

**Text Book:**      **Biodesign: The Process of Innovating Medical Technologies** (Cambridge University Press), **Author: Zenios**  
**Technology Ventures: From Idea to Enterprise** (McGraw-Hill), **Author: Byers, Dorf and Nelson**

**Instructor**      Dr. E. Byers      E-mail: ebyers@stanford.edu  
Office: 300 Serra Way, Stanford, CA 94305

**Teaching Assistant:** None

**Final Exam Date:** TBD

**Course Description:**

This course is designed to provide engineering students with concepts and current practice in technology-related business. The instructor will provide the business planning process and the necessary steps to properly manage the engineering enterprise. The course will cover the business plan, the financial model, the marketing strategy, the legal and regulatory issues, the intellectual property issues, the financing, the production, and the deployment.

Grade Assignments: A

B

C

D

F

**LECTURE SCHEDULE**

Date	Topic	Readings
Week 1	<b>Strategic Focus</b>	Lecture 1 Business Model Archetypes
2	<b>Observation &amp; Problem Identification</b>	Lecture 2 Attributes of Entrepreneurs
3	<b>Need Statement Development</b>	Lecture 3 Connections and Drivers
4	<b>Assessing a Disease State</b>	Lecture 4 Importance of the Entrepreneurial Economy
	<b>Understanding Treatment Options</b>	