

BE 4306: Engineering Entrepreneurship II
Fall 2013 Syllabus

Meeting Schedule: 115 E.D. Davis, Wednesday, 4 Times

Nelson.

University Press), Author: Zenios

Instructor: Daniel Hayes, E-mail: danielhayes@lsu.edu

Office Hours: By appointment

Teaching Assistant: None

Final Exam Date: TBD

Course Description:

This course is designed to familiarize engineering students with concepts and current practice in technology-based business. Key instructional areas will be business planning, business finance, intellectual property and marketing. Several case studies of technology based businesses will be analyzed during the semester to illustrate the relationships between technology, finance, intellectual property and marketing decisions in product development and deployment.

COURSE LEARNING OBJECTIVES:

1. Garner experience in High Tech Business planning
2. Develop working knowledge of the New Product Development Process
3. Understand Current IP and Technology

Academic Integrity

Students are expected to comply with the Code of Student Conduct throughout this course. For

more information, see the Code of Student Conduct on the following website:

<http://approval.lsu.edu/sias/docs/hsr/ConductCodeofConductOpenDocument>

Grading Policy: Grades will be determined based on the following break down:

LECTURE SCHEDULE

Date	Topic	Readings
Week 1	Introduction to course and Identifying Technology Opportunities and Needs/R&D	TV Part 1 sec 2 RD 4 5 5 2
2	Product Strategy and Models	TV Part 1 sec 2 BD- 5.9, 6.2 and Moodle
3	Competitive Strategy	TV Part 2 sec 4 RD 5 7 and Moodle BD 5.1 and Moodle
4	Business Plan	TV Part 2 sec 7 BD 6.2
6	Types of Ventures/ROI	TV Part 2 sec 6 & 8 RD 4 6 7 10 11 12
7	Operational Strategy	RD 4 6 7 10 11 12
8	Critical Strategy	RD 5 2 and Moodle
9	Market Strategy	TV Part 3 sec 11 RD 5 3 4 13 14 15 16 17 18
10	Sales and Distribution	TV Part 3 sec 11 RD 5 8 and Moodle
11	Financial Management	TV Part 3 sec 14
12	Financial Management	TV Part 3 sec 14
13	Financial Management	TV Part 3 sec 14
14	Case Study Review	BD 6.3 and Moodle

There are five exams: a midterm and a final each worth 25% of the total course grade. There are two exams, a midterm and a final each worth 50% of the total course grade. The exams will have both qualitative and quantitative portions testing theory and practical knowledge.

The final exam will require groups of students (4-5) to develop and present a business plan for of a technology based company. Technologies should be chosen from the course material. The business plan is worth 50% of the total course grade.