

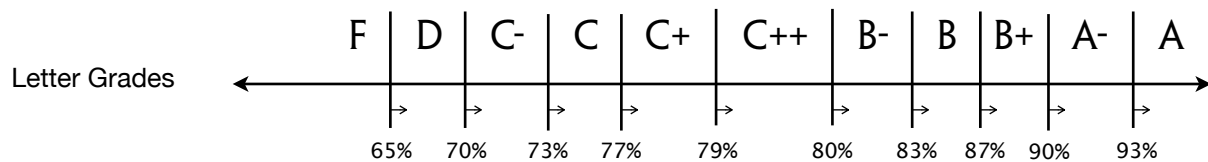
Technology Entrepreneurship

ITS 440 • Fall 2009

-Background

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| When and Where | LT-001 Wednesday afternoons 3:30pm through 6:15pm | |
| Required Texts | <i>Founders at Work</i> by Jessica Livingston ISBN 1-59059-714-1 <i>Technology Strategy for Managers and Entrepreneurs</i> by Scott Shane ISBN 0-13-187932-4 | |
| Web Site | http://www.3nfconsulting.com/students-techent.aspx | |
| Instructor | Alan G. Labouseur LT 101 (office hours posted) | Alan.Labouseur@Marist.edu alan@3NFconsulting.com 845-575-3000 x2831 Marist phone 845-440-1102 alternate phone |

-Grading



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|---|-----------------------------|------------------------------------|--|
| You can earn up to 1000 points over the course of the semester, broken down over the following areas: | Introductory paper | 10% | 100 points - business model survey |
| | Brainstorming Contributions | 20% | 200 points - evaluated over the semester |
| | Case Study Analysis | 25% | 250 points - from <i>Founders at Work</i> |
| | Team Draft Presentation | 5% | 50 points - Draft angel presentation |
| | Team Final Presentation | 30% | 300 points - final angel presentation |
| | Attendance | 5% | 50 points - for consistently showing up |
| | Laziness Adjustment | 3% | 30 points - for not being lazy |
| Whining Adjustment | 2% | 20 points - for not whining | |

-Objectives and Assessment

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| Assessment methods include assignments, exams, case study discussions, presentations, and projects. | In this course, I hope that you will learn . . . <ol style="list-style-type: none">1. how companies develop new technology products and services.2. ways to see new opportunities in existing markets.3. how investors look at technology companies.4. some insights to intellectual property, financing and legal issues.5. that launching a startup and/or working for yourself is a viable and exciting alternative to joining a big company upon graduation. 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 | Required |
|----|--------|--|-----------------------------------|
| 1 | 2-Sep | Course background, expectations / What's new in the tech world this week? (Tech News) / Introduction to Innovation | <i>Presence</i> |
| 2 | 9-Sep | Field Trip: IBM Green Data Center / Assign semester work | <i>Presence</i> |
| 3 | 16-Sep | Guest Speaker: Les Neumann - Entrepreneurship Overview (innovation, marketing, intellectual property, funding, corp structure, start-ups) | Introductory paper |
| 4 | 23-Sep | Green Data Center debrief and synthesis / Les Neumann debrief and synthesis / 2 case presentations / Tech News | <i>News, Ideas, and Questions</i> |
| 5 | 30-Sep | Guest Speaker: Frank Campagna - Local entrepreneur and startup founder Guest Speaker: Chris Champignon - "Joining a startup after graduation" | <i>Attention</i> |
| 6 | 7-Oct | Frank and Chris debrief and synthesis / Brainstorming business ideas and teams for our Angel presentations / 5 case presentations / Tech News | Vague Ideas |
| 7 | 14-Oct | Mid-Term Brainstorming: Form angel presentation businesses and teams / Tech News | Solid Ideas |
| 8 | 21-Oct | Guest Speaker: Bob Gulick - Business plans, Finance, and Funding Guest Speaker: Randi Kopp - Modern Marketing | <i>Attention, Team questions</i> |
| 9 | 28-Oct | Bob and Randi debrief and synthesis / angel presentation example and outline / 1 Case presentation / Tech News | <i>News, Ideas, and Questions</i> |
| 10 | 4-Nov | 4 case presentations / Business plan and angel presentation work / Tech News | <i>News, Ideas, and Questions</i> |
| 11 | 11-Nov | 3 case presentations / Business plan and angel presentation work / Tech News | <i>News, Ideas, and Questions</i> |
| 12 | 18-Nov | <i>Teams working on their Angel presentations - email drafts to Alan</i> | Draft Presentations |
| - | 25-Nov | <i>No class meeting - Thanksgiving</i> | <i>Appetite</i> |
| 13 | 2-Dec | 2 case presentations / Angel presentations review Guest Speakers: Cappillino & Rothschild, LLP - Legal issues in business | <i>Attention, Team questions</i> |
| 14 | 9-Dec | Guest Speaker: Susan Scanlon - Human resources and hiring: your key to startup success / Angel presentations rehearsals | Semi-final Presentations |
| 15 | 16-Dec | Final Presentations | Angel Presentations |

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-Policies

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| Tests | Tests cover material presented up to the class in which the test is administered. No makeup tests will be given. If you anticipate missing a test, make arrangements with me in advance to hand in the exam on or prior to its due date. |
| Homework | All assignments must be handed in at the beginning of class on the day they are due. Since all homework assignments are outlined in this syllabus, arrange to submit homework on schedule, even when a class will be missed. |
| Late Submissions | No assignments will be accepted late because we will be going over the assignment in class on the day it's due. This is an important part of the learning process, and once we cover the assignment in class, you clearly cannot hand it in after that. (Inconceivable!) |
| Academic Honesty | <p>As a part this class, I will uphold and vigorously enforce the general policies of this institution on academic honesty and plagiarism. All examinations, papers, projects, and homework assignments are subject to the usual standards of academic honesty as described in the Student Handbook and/or other related publications.</p> <p>Furthermore, I expect my students to behave in a manner appropriate to Computer Science and Information Technology professionals. Professional ethics demand that you embrace traditional “thou shall not cheat” behavior, and also that you soundly reject additional forms of dishonesty and abuse which are uniquely possible working with computers.</p> <p>Remember: Allowing someone to copy your work is every bit as dishonest as copying someone else's, and will be treated just as harshly.</p> <p>Any violation -- actual or perceived (in my sole discretion) -- of this Academic Honesty policy will result in one or more of the following actions in addition to any other forms of recourse available as specified by the Student Handbook:</p> <ul style="list-style-type: none">• You will be ejected from the course with a failing grade.• A letter will be sent to your department chair, your Dean, and the president of the college.• And more. (And worse!) <p>The bottom line is that I expect you to conduct yourself as a person of integrity. This means that plagiarism in any form is completely unacceptable. You are soon-to-be a computing professional, and I encourage you to consult the ACM professional code of ethics. See www.acm.org/about/code-of-ethics.</p> |

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| Appealing Grades | <p>This semester I will implement an appeals process to handle any questions you might have about fairness related to the grading of your work. I will address each and every one of your concerns. To that end, and in order to be fair and efficient, I insist you to write a letter of appeal.</p> <p><i>Rules for Submitting an Appeal</i></p> <ul style="list-style-type: none">• Appeals must be in the form of a neatly written letter.• Appeals must be on a separate paper and stapled to the work in question.• Every appeal (if there is more than one) requires its own paragraph.• Appeals are due the next class period after the work is returned to you.• Appeals must be very specific.• Appeals must be content-based, not personal or emotional.• Insufficient time is not a basis for an appeal.• You must communicate what action you would like taken, for instance give full credit, add points, etc. <p>This process empowers students, advances learning, and moves students toward academic maturity. As such, it benefits both the teacher and the student. Further, students are given a method to argue their points in an appropriate manner and explain their reasoning, while the teacher has an opportunity to learn whether or not he has understood students' reasoning.</p> |
| Students with Disabilities | <p>Any student requesting or wondering about accommodations based on a disability should see the fine folks at the Office of Special Services in Donnelley 226 and online at www.marist.edu/specialservices.</p> |
| Group Work | <p>Final Project: Group Work is Encouraged but Optional</p> <p>Each student must individually prepare their introductory and case study papers. However, the final paper can be completed either individually or in teams of two or three students. I encourage you to form teams. You can debate ideas and recommendations; you can share the burden of research; you can share the writing, but try to make it read as one voice. If decide to do this for your final project you must tell me before the end of October. Also, please remember to identify all group members on the title page of your final project.</p> |