

# Welcome!



**Sprett**

School of Business  
Carleton University



Technology Innovation  
Management

## TIMG 5002

# Technology Entrepreneurship

# Class 1

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## Orientation and Success

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Thursday, September 5, 2024

TIMG 5002 Entrepreneurship

Fall 2024

Professor Eduardo Bailetti

# Upon class completion

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You will know about:

- Course purpose and structure
- Mindset to bring to course
- What to expect in coming weeks
- Your peers

You will be able to:

- Start planning
- Ask relevant course related questions

# Lesson 1

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Curiosity and communication

# Question

To answer: Put your fingers up to your chest with your rating.



Lowest

Highest

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Who thinks communication skills are critical to your career success?

# Communication skills

- Telling a story in an interesting way
- Active listening
- Probing
- Summarizing

# The 5 Why's: Uncovering Root Causes

## What is it?

A simple problem-solving tool used to explore the underlying cause of an issue by asking “Why” five times (or as many times as needed).

## Why use it?

Helps move past surface-level symptoms and uncovers the **root cause** of a problem.  
Encourages **curiosity** and **critical thinking** in both personal and professional contexts.

## How it works:

1. **State the issue:** Clearly define the issue you're facing.
2. **Ask Why:** Ask, "Why did this happen?" and write the answer.
3. **Repeat:** Ask “Why?” again to each subsequent answer, digging deeper each time.
4. **Stop When You Reach the Root Cause:** Often after five iterations, you'll identify the core problem.



# Icebreaker

Step 1 – Divide into groups of 3. Avoid people you already know.

- Take turns being the speaker who tells their story. The others listen actively, probe for more information, and repeat their summary back to speaker

Step 2 – Topic to discuss: Choice to do your masters now, here.

- Why did you choose to do your masters now?
- Listen, follow up, probe

Step 3 – Summarize what you discovered. Recall what you learned and communicate a summary back to the speaker to get them to confirm or reject it.

- Make sure each of you is responsible for summarizing at least once
- Challenge: If the speaker rejects the summary, have the second person try to do better





# Discussion

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**What did you learn about your peers?**

**Challenge:** Inductive reasoning - Make an assertion given what you learned

(Inductive reasoning is when you take specific observations and form a general conclusion about a larger population)

# Summary

- ▶ Be curious – Asking questions reveals root causes and motivations.
- ▶ Listening is a critical skill for success in all domains.
- ▶ Active listening > Passive hearing – empathize and confirm your understanding

# Lesson 2

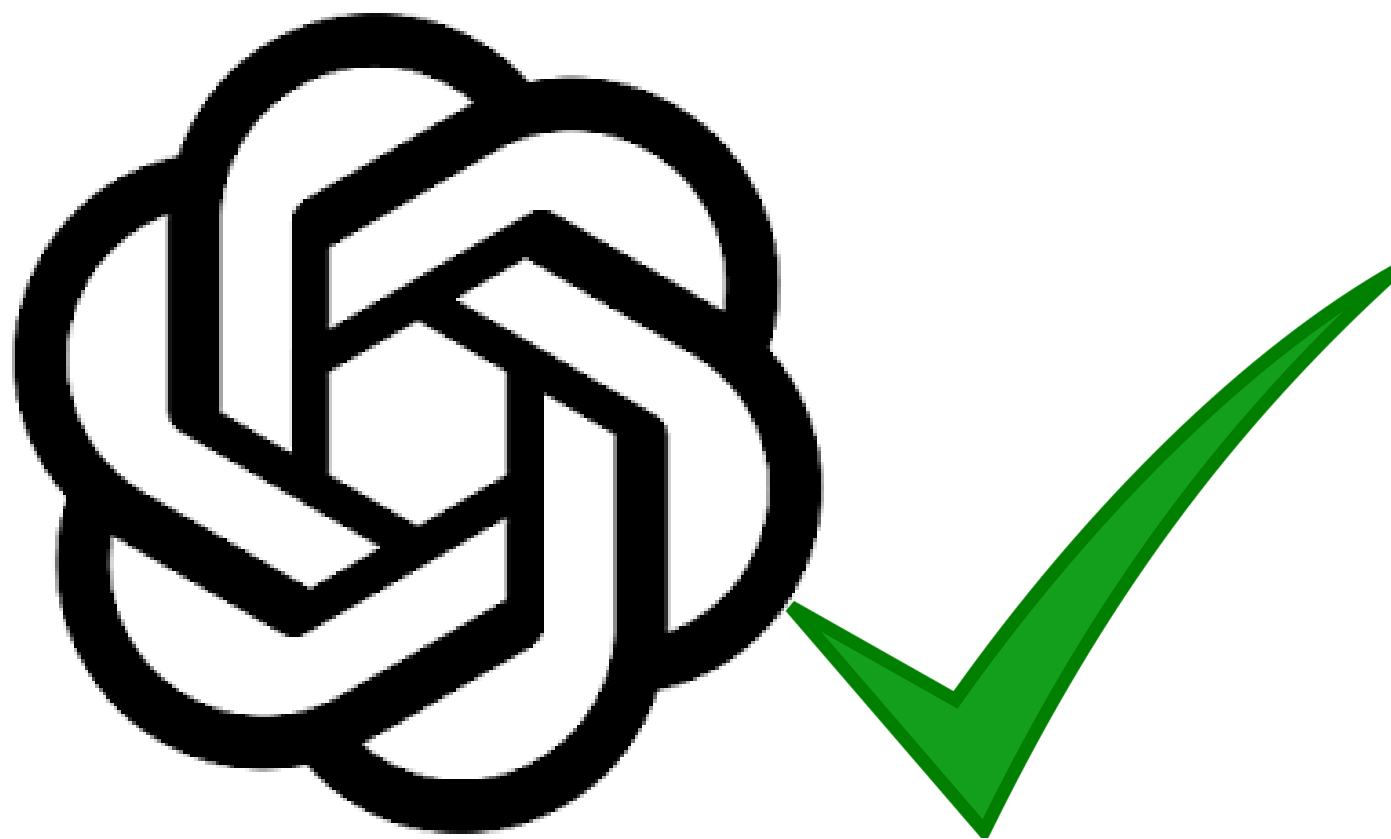
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AI changes education

# Question

How do you think of the teacher-student relationship?

- ▶ Describe your experience so far



# CHATGPT

<https://chat.openai.com/chat>



## What does the machine say?

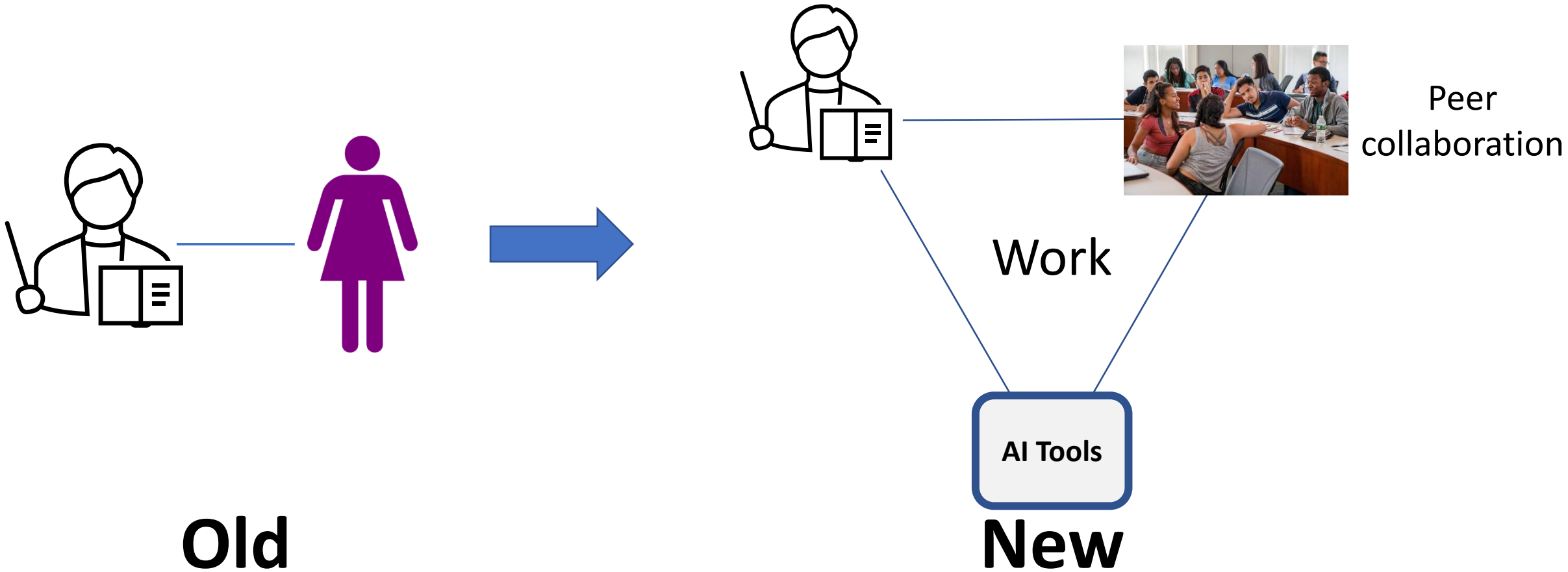
### Prompt

As the Dean of a Business School who is an expert in technology innovation and entrepreneurship, provide a comprehensive list of topics and specific subtopics to cover for a course description provided below. Improve my ask if it is not clear enough for you, Dean.

### Course description

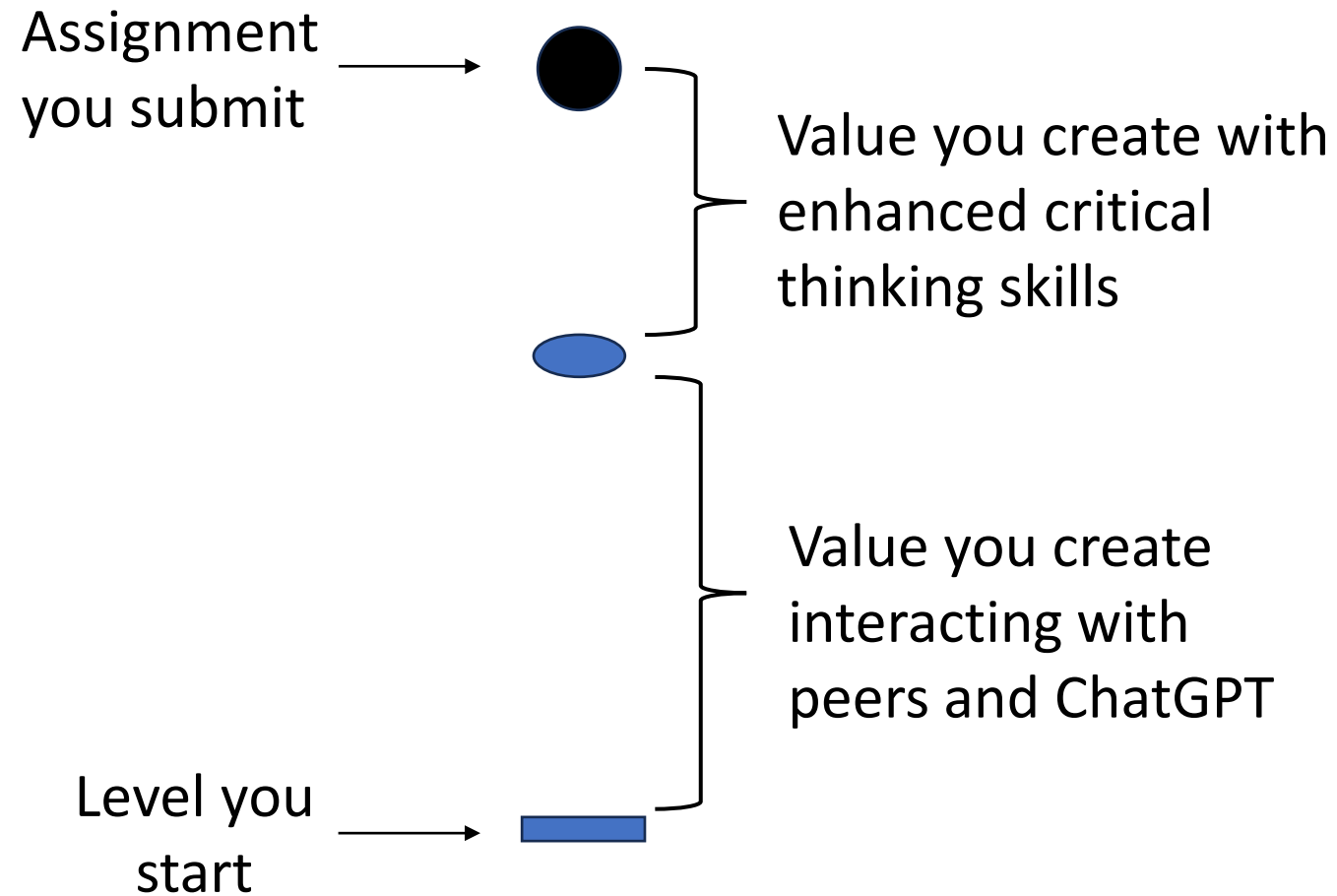
Key theories and models of technology entrepreneurship. Topics include the nature of technology products, collaborative experimentation and production of new products, assets, and their attributes, and the firm's asset ownership rights.

# Paradigm shift because of AI



# ChatGPT

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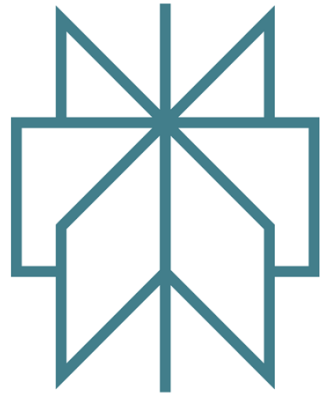


# Explore + Substantiate



Google Scholar





# perplexity

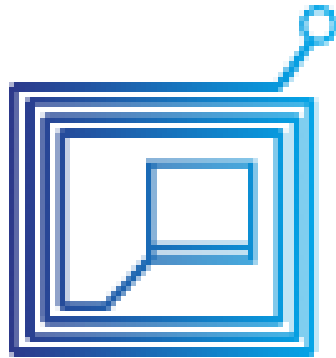
**New way to search for information**

<https://perplexity.ai>



**New way to search for academic literature**

<https://consensus.app>



**FUTUREPEDIA**

**Searchable inventory of AI tools**

<https://Futurepedia.io>

# Summary

- ▶ Access to information and feedback is like never before.
- ▶ You must learn to use the machines to accelerate your learning independently, and as a collective
- ▶ The professor's role has changed

# Course Overview

# Course outline

The gameplan for the term.

Have you downloaded it yet?

# Course

- Purpose
- Philosophy behind course's design
- Desired outcomes
- Challenges ahead
- Use of generative AI (genAI)



# Three characteristics of an effective learner

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1. Desire the change that education can bring
2. Pay attention throughout the process
3. Manage the uncertainty inherent in learning and innovation

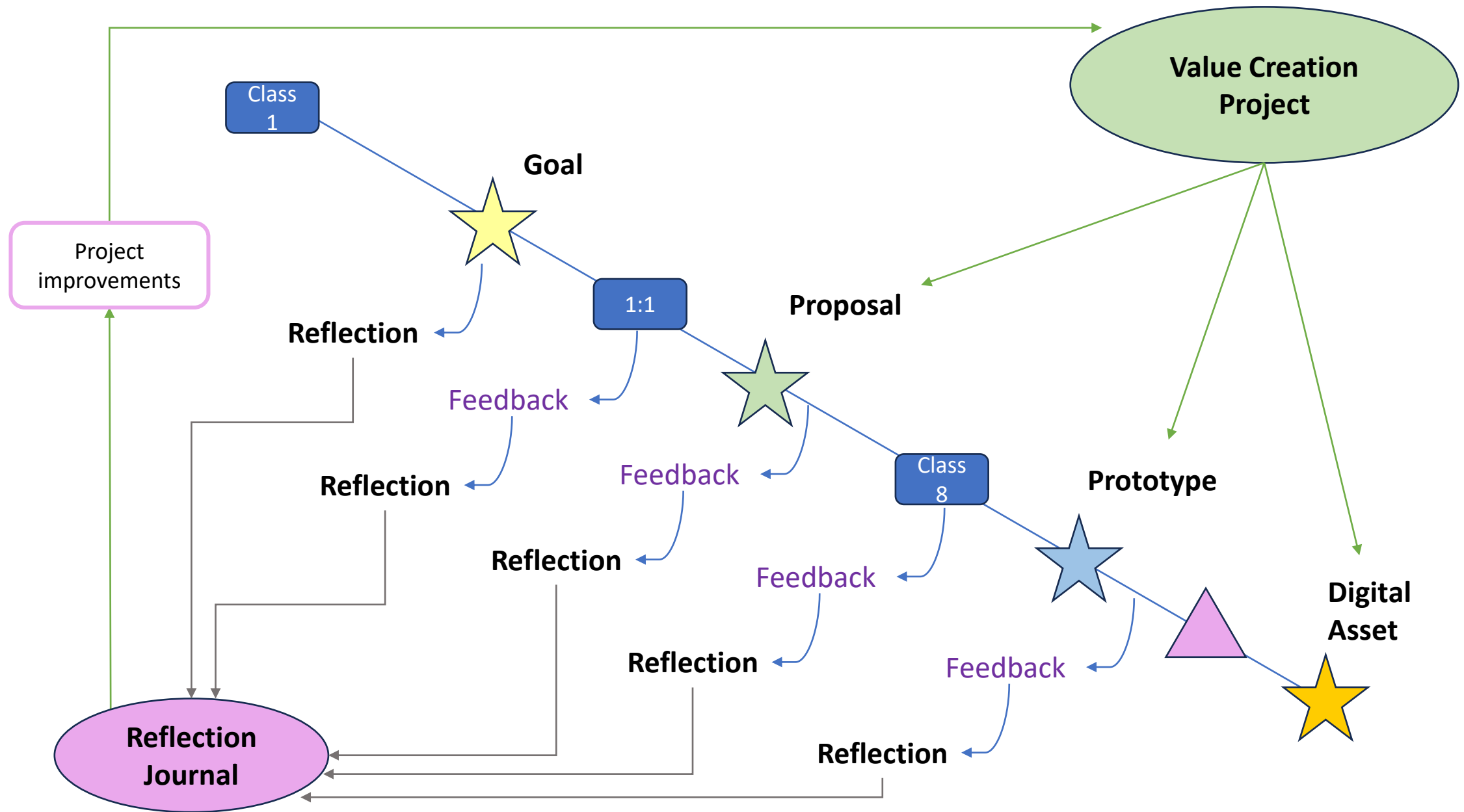
# Summary

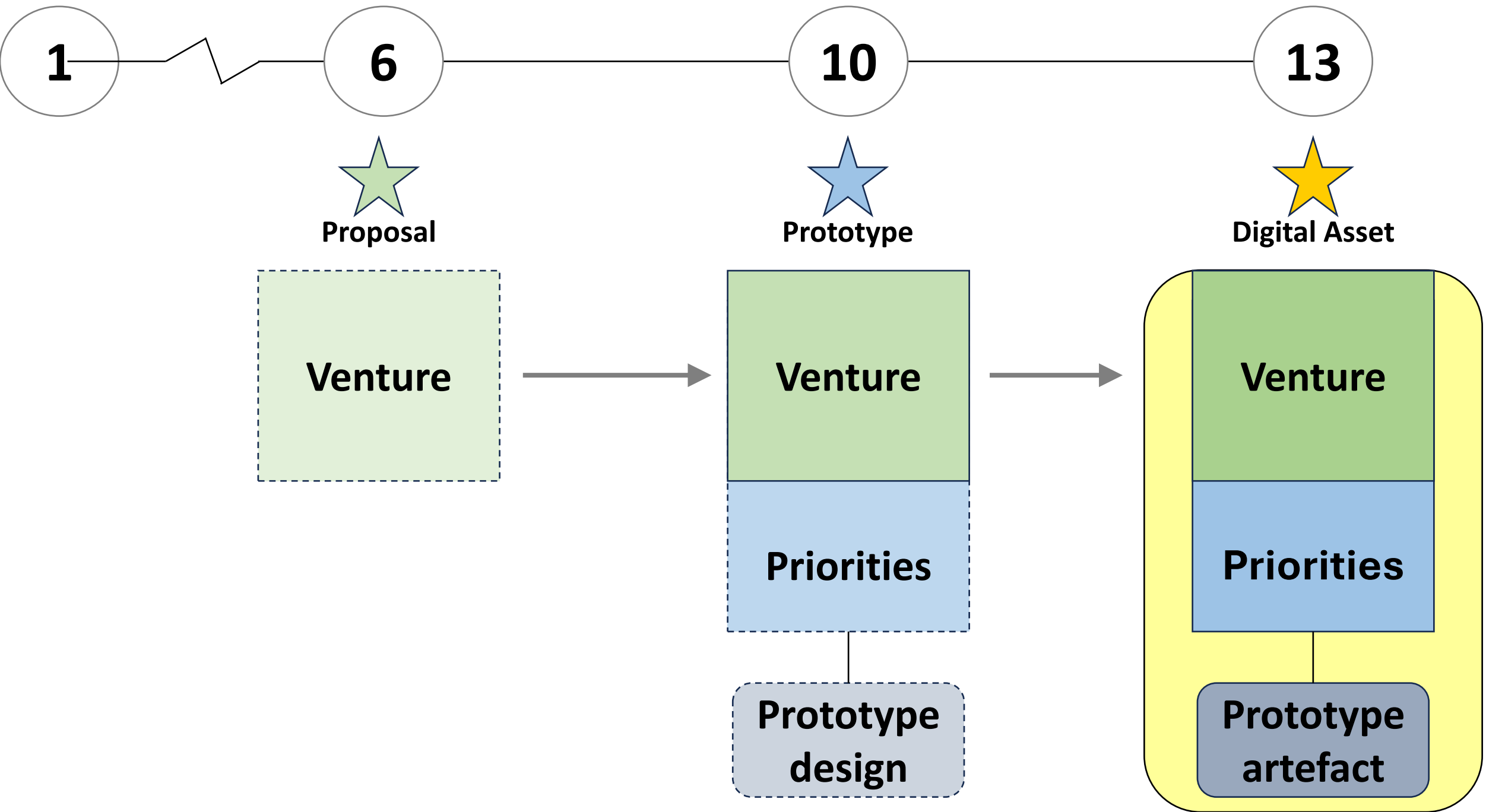
- ▶ Three characteristics for success: Want it, pay attention, able to deal with uncertainty
- ▶ Take ownership of your learning. This is for you
- ▶ AI will be used to support your learning, complete tasks, and provide feedback
- ▶ Co-create a learning environment that is active, participatory, and reflective.

QUESTIONS  
WELCOME



# Assignments Overview





# Summary

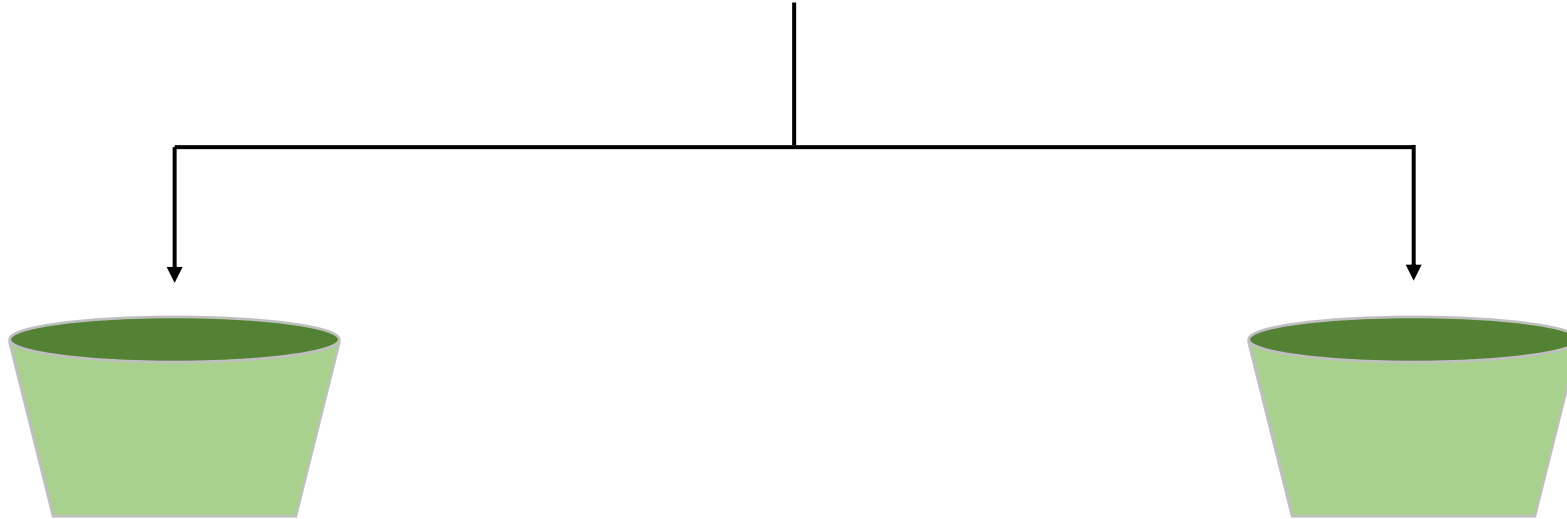
- ▶ 3 main assignments, each with parts
- ▶ The Value Creation Project is the core
- ▶ You are building an asset & competences

QUESTIONS  
WELCOME





# Class Reflections



## What we learned

First say this

## How it can be applied

Then tell us how you  
can apply what you learned

The background is a vibrant purple with a bokeh effect of out-of-focus light circles in various shades of purple, pink, and white. A dark, rounded rectangular box is centered on the image, containing the text.

**THANK YOU**  
**See you at Class 2!**