



TECHNICAL ENTREPRENEURSHIP

COURSE OUTLINE SPRING 2022

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Course Teaching Methodology

- **Teaching Methodology:** Student-cantered teaching that encourages learning by both learners and teachers. I favor environment that permit dialogue and foster a degree of learners in learning process, and I like learners to think about the class as a community. however, students will be guided to supplementary reading material.

Course Basics

Credit Hours	3			
Lecture(s)	No of Lec(s)	30-35	Duration	1 hour 15 min each, twice a week

COURSE DESCRIPTION

This course provides an in depth theoretical and conceptual understanding of key concepts in Technical Entrepreneurship. The topics will cover a comprehensive perspective to the challenge of launching, growing and exiting a technology venture. Upon completion, students should have an understanding of the entrepreneurial process and issues faced by entrepreneurs.

COURSE PREREQUISITE(S)

	None
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COURSE OBJECTIVES

CO-01	To assimilate knowledge concerning Technical Entrepreneurship.
CO-02	To familiarize students with various concepts used in understanding the processes involved in technical entrepreneurship.
CO-03	To acquire necessary knowledge and skills required for organizing and carrying out technical entrepreneurial activities.
CO-04	To develop the ability of analyzing various aspects of technical entrepreneurship – especially managing new ventures.



Learning Outcomes

By the end of the course, students will be able to:

LO-01	Understand, Describe and Explain the key aspects of a Technical Entrepreneurship Process.
LO-02	Understand the perspectives of launching, growing and exiting a technology venture.
LO-03	Prepare a startup business plan emphasizing financing, product development, marketing, and organizing.
LO-04	Apply new ideas, methods and ways of thinking in new business startup.

ASSESSMENT INSTRUMENT WITH WEIGHTS

S.NO	Items	Marks
1.	Mid Term Exam	25
2.	End Term Exam	50
3.	Internal Evaluation Breakdown	
	Quiz(s)	10
	Assignment (s)	10
	Class Participation	
	Presentations	
	Case Discussion	
	Lab Work/Project	5
	Any other	
	Total	25
	Grand Total	100

WEEK#	LECTURE#	TOPICS TO BE COVERED
	1.	Introduction, Course Overview and Discussion Introduction to Entrepreneurship How Entrepreneurship Works Characteristics of Entrepreneurs



1	2.	<p>Technology Entrepreneurship Today: Trends, Opportunities, Challenges</p> <p>Introduction to Technology Entrepreneurship Today The Concept of Entrepreneurial Expertise (Causal versus Effectual Reasoning). Expert Entrepreneur vs Business Expert Effectuation and Minimal Viable Product</p>	CHAPTER 1
	3	<p>Technology Entrepreneurship Today: Trends, Opportunities, Challenges (Cont.)</p>	CHAPTER 1

2		<p>Trends and Opportunities in Technology Entrepreneurship Distinguishing Ideas, Innovation, and Entrepreneurship. A word about Global Markets</p>	
	4	<p>Five Pillars of Technology Entrepreneurship</p> <p>Value Creation The Lean Startup Customer Discovery and Validation</p>	CHAPTER 2
	5	<p>Five Pillars of Technology Entrepreneurship (Cont.)</p> <p>The Business Model Canvas The Entrepreneurial Method Deliberate Practice When to Start Practicing</p>	CHAPTER 2
3	6	<p>Technology Venture Idea Generation</p> <p>Fundamental Venture Types The Idea Generation Process The Opportunity Register Nontraditional Idea Sources</p>	CHAPTER 3
4	7	<p>Markets and Product or Service Development</p> <p>Product Planning and Development The Idea Development Process The Concept of Newness</p>	CHAPTER 4



	8	Markets and Product or Service Development (Cont.) Opportunity Assessment Plan Disruptive Technology The Market	CHAPTER 4
5	9	Protecting Your Intellectual Property IP and Technology Ventures	CHAPTER 5
	10	Protecting Your Intellectual Property (Cont.) Copyrights	CHAPTER 5
	11	Legal Structure and Equity Distribution Ownership And Liability Issues	CHAPTER 6

6		Choice of Legal Structure	
	12	Legal Structure and Equity Distribution Equity and Equity Types Raising Capital Equity Distribution in the Start-up Venture	CHAPTER 6
7	13	Class Presentations	
	14	Quiz and Course Revision	

MID TERM EXAMS

8	15	Midterm Papers shown and discussion	
	16	Developing and Implementing the Technology Business Plan Writing The Business Plan Elements of a Business Plan	CHAPTER 7



9	17	Developing and Implementing the Technology Business Plan (Cont.) Elements of a Business Plan Business Plan Development and Update	CHAPTER 7
	18	Capital and Capital Sources The Capital Management Plan Regulation of Financing Activities	CHAPTER 8
10	19	Capital and Capital Sources (Cont.) Debt Financing Alternatives to Debt and Equity Financing	CHAPTER 8
	20	Launching the Venture Market Entry Positioning Market Penetration Strategy Value Chain Analysis	CHAPTER 9
11	21	Launching the Venture (Cont.) Developing a Contingency Plan Growing beyond the Startup	CHAPTER 9
	22	Marketing and Selling Your Products Target Market Selection Purchasing the Product Service Marketing and the Marketing Mix Marketing and the Marketing Mix	CHAPTER 10
12	23	Contracts Sources of Contract Law Contract Formation Defenses against Contract Enforcement Performance and Breach Anatomy of a Contract Types of Agreements Encountered	CHAPTER 11



	24	Venture Management and Leadership Entrepreneurial Leadership Leadership Skills Entrepreneurial Leadership and Ethics	CHAPTER 12
13	25	Valuing and Exiting Your Venture Due Diligence Valuation Exit via Succession Exit via Acquisition	CHAPTER 13
	26	Valuing and Exiting Your Venture (Cont.) Exit via Merger Exist via Initial Public Offering	CHAPTER 13
14	27	Final Project Presentation Final Course Discussion	

Textbook

The textbook with which we will be covering most of the topics will be:

Book 1: Technology Entrepreneurship Taking Innovation to the Marketplace

Reference/Supplementary Readings (To be Added)



Reference Material: