

MOT 6XXX, Creating New Technology Ventures (replaces MOT 6108)

Sample Syllabus

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Course Objectives:

This segment represents the first part of a larger course intended to assist students in their efforts to understand myriad issues associated with preparing to launch a new technology venture. The course is designed to provide support to students in their efforts with the project requirement of the MBA-MOT curriculum.

Though the course often discusses new venture creation and growth, the view is that entrepreneurship is an important process to understand because of the role it can play in revitalizing mature organizations.

By the end of the course students should have a firm grasp on the knowledge, skills and abilities that entrepreneurs need to successfully identify, develop, and pursue business opportunities with the end goal of building a new venture. Specifically, we will focus on:

- Developing a framework from which to evaluate opportunities
- Understanding the various strategies for funding start-ups
- Understanding the managerial challenges that are unique in growing a business
- Understand the methodologies used by venture capitalists and other professional investors to value the companies

We will consider cases from a variety of industries, although we will focus on technology companies.

Expectations/Grading for the Residency Portion:

Simply put, you are expected to come to class prepared to make substantive contributions to our discussion. Participation is vital in this Residency – your teams and the idea you pursue will be a large part of your program for the next nine months.

To be clear, if you miss an AM or a PM section, your grade will drop ½ letter grade. Please understand that by “miss” we explicitly include signing in and then wandering in and out, taking extended breaks, cell phone emergencies, napping at your seat, etc. If you are present but non-communicative, you should not expect to earn better than a B (assuming all else is great) for the course. Good (e.g., “A”) students are always both present and engaged.

Sample Readings:

1. Book: The Art of the Start (Guy Kawasaki)

2. New Rules for Bringing Innovations to Market (HBR article)
3. Entrepreneurs are born, but can they be taught? (USA Today article)
4. Company isn't afraid to take copycats to court (NY Times article)
5. UGA may have lost its name (AJC article)
6. Disruptive Technology: Ecton
7. X-It Products

In addition, notebooks containing a number of exercises/documents will be used.

Outcomes/Deliverables:

By the end of the residency week you will have:

1. Begun to bond with your new venture teams
2. Identified an idea with commercial potential
3. Conducted some initial work to evaluate that idea
4. Turned in a quick screen analysis on the idea and developed a plan for completion of the opportunity analysis tool