

# **MOT 6XXX, Management of Technology Project I**

## **Spring, 2007**

### **Sample Syllabus**

#### **Courses Objectives**

This is the first course in the MOT Project sequence MOT 6XXX (MOT Proj I), MOT 6XXX (MOT Proj II), and MOT 6122 (MOT Proj III) that all MBA-MOT program participants are required to take. The project sequence centers on the new venture creation process starting from the initial identification of potential ideas through its development and refinement into a business plan with a formal presentation before a panel of experts. During this course, participants and their teams focus on researching their venture idea, conducting feasibility analyses, and determining whether a potential market exists for their new venture product or service. There are no formal meetings scheduled for this course. Instead, the work is completed independently by the team and its members with advice and consultation from the faculty advisor. At the end of this course, feasibility analyses will be completed along with a marketing plan.

#### **Evaluation**

Feasibility Analyses	20%
Marketing Plan	50%
Peer Evaluations	20%
Participation	10%