

MOT 6XXX, Management of Technology Project II

Summer, 2007

Sample Syllabus

Courses Objectives

This is the second 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 students are required to participate in. 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 continue their research on their venture idea, conduct technology forecasting analyses, update their marketing plan, and develop their financial plan for the venture project. 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, teams will have completed an updated marketing plan and a financial plan for their venture project.

Evaluation

Updated Marketing Plan	20%
Financial Plan	50%
Peer Evaluations	20%
Participation	10%