

# **MOT 6XXX, Building Technology Ventures**

## **Sample Syllabus**

### **Course Objectives**

The purpose of this course is to assist students in their efforts to understand and appreciate the entrepreneurial process. It is designed to provide support to students in their efforts with the project requirement of the MBA-MOT curriculum. 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.

### **Course Materials**

Sample Readings	The Monk and the Riddle Why Business Models Matter Google, Inc. Golflogix
Sample Cases	What's the BIG idea? In-class video case

### **Course Topics**

- Developing a framework from which to evaluate opportunities
- Understanding the various strategies for funding start-ups
- Issues with technology as competitive advantage in new ventures
- Protecting intellectual property
- Understanding the methodologies used by venture capitalists and other professional investors to value the companies
- Studying the entrepreneurial process, including barriers and facilitators, within a mature organization
- Options for harvesting value from a venture

### **Team Project**

Opportunity analysis of their MBA-MOT new venture project

### **Evaluation**

Class Participation	30%
Peer Evaluation	20%
Team's completed opportunity analysis	50%