**MOT 6132 Management of Technology Project IT 6131,**

**Sample Syllabus**

**Courses Objectives**

This is the first course in the MOT Project sequence of three courses that all MBA-MOT program students are required to participate in. The project sequence focuses on the new venture creation process, starting from the initial identification of potential ideas through its development and refinement into a business plan, and culminating with a formal presentation before a panel of experts. During this course, participants and their teams initiate the research on their new venture idea, conduct technology forecasting analyses, develop a preliminary marketing plan, and develop their preliminary financial plan for the new venture. There are no formal meetings scheduled for this course. Instead, the work is completed independently by the team and its members with active advice and consultation with the faculty advisor. At the end of this course, teams will have completed a preliminary marketing plan and a financial plan for their venture project. The teams also work closely with mentors from the Advanced Technology Development Center at Georgia Tech.

|  |  |
| --- | --- |
| **Course Components** |  |
| Preliminary Marketing Plan | 30% |
| Preliminary Financial Plan | 30% |
| Peer Evaluations | 30% |
| Participation | 10% |

**Evaluation of Student Work**

Each student group will be assigned one or more faculty advisors for the project (can be the instructor of the course and/or another faculty member with expertise in the specific area of the project). The role of the faculty member will be to assess the student presentations and deliverables described below. The purpose of the work in this semester will be to gradually progress towards developing a viable business plan for a new venture or new product/service idea.

**Opportunity Identification and Presentation** – Students will get an opportunity to present various new venture, new product or new service ideas to the faculty, students and other participants (e.g. mentors from ATDC). The instructor will assess these presentations and the viability of the ideas.

**Preliminary Market and Financial Analysis** – the key deliverable at the end of the semester are: (a) a market analysis that identifies the various markets and the key value propositions of the venture, product or service for the identified markets, and (b) a preliminary financial plan that identifies funding requirements and approximate return to investors. The instructor will assess these reports and their viability, correctness and attractiveness for the investment community.

**Participation –** Students will also get the opportunity to evaluate new venture ideas and work submitted by other groups. Assessing the work of others will give students the opportunity to learn what makes an idea viable and feasible. The instructor will take this into account in assessing project work. The instructor will also evaluate the quality of feedback provided by each student and/or student group.

**Peer Evaluation –** To ensure that each student contributes to group work, the instructor will solicit feedback from each team member about the performance of other team members.