**MOT 6134 Management of Technology Project IIT 6131,**

**Sample Syllabus**

**Courses Objectives**

This is the second 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 continue the research on their new venture idea, conduct technology forecasting analyses, update their marketing plan, and develop their detailed 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 an updated 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.

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| **Evaluation** |  |
| Marketing Plan | 30% |
| Financial Plan | 30% |
| Peer Evaluations | 30% |
| Participation | 10% |

**Evaluation of Student Work**

As in MOT 6132 (MOT Project I), 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 assess whether students have made substantial progress in defining a new venture, product or service idea that has a reasonable chance of success and that can be of interest to the investor community.

**Market Analysis and Marketing Plan** – one of the key deliverables at the end of the semester is a marketing plan that identifies the specific markets the company will play in, the key value propositions of the new product or service idea for these markets, a plan that outlines how the new venture will target the new markets, the marketing and sales resources required, and sales targets and milestones to achieve. The instructor will assess the viability, correctness and reasonableness of these reports.

**Financial Analysis and Financial Plan** – one of the key deliverables at the end of the semester is a financial plan that outlines revenue and cost projections, investments required, and return on investment for the potential investor. The students will be completing MOT 6128 (Venture Financing) and the instructor will assess how well the students have applied the concepts and methods in the course to the development of the financial plan.

**Participation –** Students will also get the opportunity to evaluate the marketing and financial plans submitted by other groups. Assessing the work of others will give students the opportunity to learn what makes a superior marketing and financial plan. 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.