TEN—TECHNOLOGICAL ENTREPRENEURSHIP

TEN U101 Innovation and Entrepreneurship 1 SH
Provides entering freshmen with exposure to entrepreneurs and entrepreneurship so that they can get an understanding of the challenges, rewards, risks, and excitement of entrepreneurship. Studies the impact entrepreneurship can have on any career, including entrepreneurship in large organizations—corporate venturing. The seminar meets once a week and consists of readings on current issues, company visits, and guest lectures by entrepreneurs.

TEN U301 Opportunity Assessment in a Technology-Based Firm 4 SH
Explores how to determine customer needs and assess market potential for a new product. Examines techniques for matching product specifications to customer needs. Explores the concept that a product is not just a physical entity but also consists of the product’s features, such as warranties, delivery systems, and the nonphysical attributes of pricing, placement, and brand positioning. Mixes theory, techniques, and cases tailored to focus on technology-based products. Prereq. Sophomore standing.

TEN U310 Business Basics for Technological Entrepreneurship 4 SH
Designed to provide students with an introduction to fundamental business practices for entrepreneurs. Subject areas are presented in the sequence that an entrepreneur starting a technology-based company might need them. Accounting is often referred to as the language of business and as such, an emphasis is placed on reading, interpreting, and using financial statements. Setting financial goals for the various stages of a technology-based venture are examined. Forecasting methods for evaluating expenses, assessing future markets, and planning for revenues are integrated with case study presentations. Financial planning and cash flow management as they apply to technological entrepreneurship are discussed in the context of the early phases of a business. Prereq. Sophomore standing.

TEN U330 Introduction to Product Design for Entrepreneurs 4 SH
Designed to provide students with an introduction to technology and the fundamentals of product design. The product design life cycle is the main focus of the course. Subject areas are presented to the student in the same sequence that an entrepreneur might need when taking an idea for a technology-based product and moving through the stages of development to a commercialized product. Focus is on learning to identify a need, formulate a strategy for satisfying that need, and design products or processes for eliminating the need. Emphasis is placed on developing the skills necessary to solve real-world technology-based design problems, to design products, to work in teams, to make informed ethical decisions, and to communicate through written and oral reports. Prereq. Sophomore standing.

TEN U401 Managing Operations in a Technology-Based Start-Up Firm 4 SH
Offers students an opportunity to acquire a skill set that allows them to develop a project management plan for transforming an idea or concept into a viable working product. Emphasizes the need for cross-functional collaboration throughout every phase of the effort. Explores concurrent technology practices, prototyping methods, and the approaches required for achieving the integration of business and technology interests. Utilizes case studies as part of the new-product-development process. Prereq. Sophomore standing.

TEN U450 Strategic Entrepreneurship 4 SH
Provides students with the opportunity to form teams and choose a topic for a project from a number of preselected product ideas. After selecting a product idea for development, the student teams perform the engineering and market analyses. Data collected during the analysis phase is compiled and used to create a business plan. Class lectures and previous course work provide students with the background necessary to complete their business plans, which are presented at the end of the semester to an audience of students and faculty. Prereq. TEN U301, TEN U401, and TEN U310 or TEN U330.

TEN U921 Directed Study 1 SH
TEN U922 Directed Study 2 SH
TEN U923 Directed Study 3 SH
TEN U924 Directed Study 4 SH
Offers theoretical or experimental work under the direction of faculty on a selected topic. Course content depends upon the faculty member. Prereq. Permission of instructor.

TEN U931 Independent Study 1 SH
TEN U932 Independent Study 2 SH
TEN U933 Independent Study 3 SH
TEN U934 Independent Study 4 SH
Offers theoretical or experimental work under individual faculty supervision. Prereq. Permission of instructor.