

## Technological Entrepreneurship ENTR 6510 Spring 2022

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Course Schedule (Chat, optional, Tuesday Jan 18 and every Tuesday at 9 pm)

Each week you are to read the case studies and online reading assignments. Then you are to use Blackboard to respond to the questions for discussion and/or take a short multiple-choice test. There is no required text to purchase. All text materials are on online. Failure to take the exams or turn in the final project Business Plan during the assigned week will result in a lowered grade or even failure in the course.

[\[Full Syllabus Here\]](#) [\[Link to text materials\]](#) [\[Link to Case list\]](#)

Wk	Date	Case Study	Assignment Topic
1	18-23 Jan	<a href="#">Linc</a> : From research to company	<a href="#">Introduction</a> : Meet some entrepreneurs <a href="#">Linc-An Example of a Technology based Venture</a> (live chat starts <b>Jan 18 -Tuesday night at 9 pm</b> )
2	24-30 Jan -	<a href="#">Selco</a> Harish Hande- UML	<a href="#">Characteristics of entrepreneurs?</a> <a href="#">How Opportunities are Generated and Recognized</a>
3	31 Jan-6 Feb	<a href="#">Segway</a> <a href="#">Theranos</a>	<a href="#">Analysis of initial feasibility</a> (The causal & effectual models) <a href="#">Ethics and Determining Legal Structures for a Business</a>
4	7-13 -Feb	<a href="#">CRISPR</a> <a href="#">Uber</a>	<a href="#">Protecting Intellectual Property</a> and <a href="#">Developing the Business Model</a>
5	14-20 -Feb	<a href="#">Privo</a>	<a href="#">Business Canvas &amp; Lean Launchpad</a> <a href="#">Business Plans</a> - More formal planning the <b>midterm exam</b> covering weeks 1-5 <a href="#">[STUDY SHEET]</a>
6	21-27 Feb	<a href="#">Invisawear</a> <a href="#">Tesla</a>	<a href="#">Raising the funding</a> <a href="#">Industry and competitor analysis</a>
7	28 Feb -6 Mar	<a href="#">ZipCar</a> <a href="#">Google</a>	<a href="#">Fundamentals of marketing</a> <a href="#">Building a Leadership Team</a> (Business Plan & Elevator Pitch due <b>March 6</b> )
8	7-13-Mar		<a href="#">Projecting and reporting Financial Results</a> <b>Final Exam</b>