



ENMG 690: Innovation and Technology Entrepreneurship Course Overview

Instructor: Julie Kirk

Course Description:

This blended course offers an overview of innovation and its role in entrepreneurial ventures, both new companies and within existing corporations. Additionally, the basics of entrepreneurship with specific emphasis on technology-based business start-up will be investigated. For the purposes of this course, technologies include IT, engineering, and bio-tech. The course will cover where to find innovative ideas and how to determine if a business idea is feasible along with a high-level discussion of the critical success factors in new venture start up.

Course Objectives:

Upon completion of this course, the student should be able to:

- Discuss the innovation process in order to identify sources of innovative ideas and products.
- Compare and contrast different types of businesses in order to understand the unique qualities of a technology start-up.
- Identify the types of intellectual property and the role they play in technology businesses in order to assess the competitive advantage of a business idea.
- Define and discuss qualities of successful entrepreneurs in order to compare them with your own personal aptitudes and skills.
- Identify start-up business success factors as well as the common reasons for small business failure in order to determine if an idea presents a viable opportunity.
- Examine the steps required for moving a technology from concept to commercialization in order to assess feasibility.
- Analyze and present the feasibility of a technology-based business in order to demonstrate your understanding of what constitutes a viable entrepreneurial opportunity.