

Syllabus for Business Support of Wireless Sensor Projects

Instructor: Gerrit Wolf,
College of Business
Fall 2005

I. **Goals:**

Provide the E-Team with tools to build a business plan for taking technological innovation to market. Students learn about Creativity, Project Management, Opportunities, Intellectual Property in the fall and Planning their Venture, Financing their Venture and launching their Venture in the spring.

II. **Assumption:** The business track parallels the engineering track.

Engineering track defines products and develops prototypes, and requires students to write proposal, reports, and to present to client. Business track deals with team issues, market opportunities, and requires students to write a business plan and to present to client.

III. **Weekly Topics** for Saturday Morning Class Fall 2005: (Suggested Reading)

09/24 Discuss the selection of a project and selection of team members.

Need for team skill diversity

Need for common attitudes and interests.

10/01 Opportunities: (Schilling 1,2) Drucker (1-6) (HBR 1-28)

10/08 Markets: Competitors and comparative advantages (Schilling 3,4)

Price

Quality

10/15 Markets: Customers (Schilling 5,6) (Drucker 7-12)

Retail,

Commercial,

Third party,

Users

10/22 Intellectual property: Patents (Schilling 9)

10/29 Assessment of teams. What is project management? (Schilling 12)

Planning tasks and sub tasks for semester

Assignment of people and time

11/05 Prototypes and implications for (Schilling 13) (HBR 117-134)

Fabrication.

Pricing

Promotion

11/12 Support for start ups: (Schilling 8) (HBR 135-148)

Incubators

SBDC

11/19 Financing (Schilling 7) (HBR 149-174)

11/26 Thanksgiving Holiday

12/03 How to make presentations and plans (HBR 29-57)

12/10 Plan presentations and business plans for the Spring (HBR 57-88)

IV. Spring 2006.

A. Meet as a class once a month (Jan, Feb, Mar, Apr, May)

Each team presents draft Business Plan to class

Each team rewrites draft of the Business Plan each month.

B. Each team meets weekly with an MBA student advisor, who coaches a team on components of the business plan.

C. Goal is to present to a board of venture capitalists at end of semester

V. Assignments and Assessments

A. Minutes of each class meeting must be rotated and posted.

B. Each member must keep a log of what was learned each week.

C. Peer assessment quarterly

VI. Readings

A. HBR Readings on entrepreneurship and business plans. 2003

B. Drucker, Peter Innovation and Entrepreneurship, 1983

C. Schilling, M. Strategic Management of Technological Innovation, McGraw-Hill, NY 2005