

**BE 4306: Engineering Entrepreneurship II**  
**Fall 2013 Syllabus**

**Meeting Schedule:** 115 E.B. Doran, Wednesday 4-7pm

**Text Book:** **Technology Ventures from Idea to Enterprise, Authors: Byers, Dorf and Nelson.**

**Biodesign: The Process of Innovating Medical Technologies (Cambridge University Press), Author: Zenios**

**Instructor:** Daniel Hayes, E-mail: danielhayes@lsu.edu  
Office Hours: By appointment

**Teaching Assistant:** None

**Final Exam Date:** TBD

**Course Description:**

This course is designed to familiarize engineering students with concepts and current practice in technology related business. Key instructional areas will be business planning, business finance, intellectual property and marketing. Several case studies of technology based businesses will be analyzed during the semester to illustrate the relationships between technology, finance, intellectual property, and marketing decisions in product development and deployment.

**COURSE LEARNING OBJECTIVES:**

1. Garner experience in High Tech Business planning
2. Develop working knowledge of the New Product Development Process
3. Understand Cost and Pricing Techniques
4. Develop working knowledge Feasibility Analysis Techniques

**Course Policies**

- You will work on the **tissue engineering design projects** in groups. Each group will have the opportunity to present their work in front of the class at the end of the semester.
- **Examinations** missed due to an unexcused absence cannot be made up and a grade zero will be given for each one missed.
- Any student requiring **special arrangements** for taking exams, taking-notes and other special arrangements please see or contact the instructor within the first two weeks of class.

**Academic Integrity**

Students are expected to comply with the Code of Student Conduct throughout this course. For your information, the Code of Student Conduct can be found at [http://appl003.lsu.edu/slas/dos.nsf/\\$Content/Code+of+Conduct?OpenDocument](http://appl003.lsu.edu/slas/dos.nsf/$Content/Code+of+Conduct?OpenDocument)

**Grading policy:** Grades will be determined based on the following break down:

Exams (2) 25% each, Business Plan Competition 50%

**Grade Assignments:** A (> 90), B (80-89.9), C (70-79.9), D (60-69.9), F (<60)

## LECTURE SCHEDULE

Date	Topic	Readings
Week 1	Introduction to course and Identifying Technology Opportunities and Needs/R&D	TV- Part 1 sec 2 BD-4.5, 5.2
2	Product Strategy and Models	TV Part 1 sec 3 BD- 5.9, 6.2 and Moodle
3	Competitive Strategy	TV Part 2 sec 4 BD 5.7 and Moodle
4	IP Strategy	TV Part 2 sec 10 BD 5.1 and Moodle
5	Business Plan	TV Part 2 sec 7 BD 6.2
6	Types of Ventures/ROI	TV Part 2 sec 6 & 8
7	Regulatory Strategy	BD 4.2, 5.4 and Moodle
8	Clinical Strategy	BD 5.3 and Moodle
9	Market Strategy	TV Part 3 sec 11
10	Sales and Distribution	TV Part 3 sec 11 BD 5.8 and Moodle
11	Operations and Management	TV Part 3 sec 14
12	Financial Model	TV Part 4 sec 17 BD 6.1 and Moodle
13	Financing	TV Part 4 sec 18 BD 6.3 and Moodle
14	<i>Student Business Plan Competition</i>	

**Exams:** There are two exams, a midterm and a final each worth 25% of the total course grade. The exams will have both qualitative and quantitative portions testing theory and practical knowledge.

**Business Plan Competition:** This project will require group of students (4-5) to develop and present a business plan for of a technology based company. Technologies should be chosen from the peer reviewed literature or university IP portfolio. The business plan is worth 50% of the total course grade.