



## MANAGEMENT OF TECHNOLOGY (MOT) and ENTREPRENEURIAL STUDIES COURSES, SUMMER & FALL 2009

**TAKING MGT 511 in the SUMMER will allow you to take a TECHNOLOGY BUSINESS PLANNING COURSE in the FALL.** (Many of the Fall MOT courses are not offered in the Spring term.)

>**UNDERGRADUATE STUDENTS:** Did you know that you may be able to take two GRADUATE-level Anderson Courses as an undergraduate, for undergraduate or graduate credit? Call 277-3290 and meet with your advisor.

>**NON-ANDERSON STUDENTS:** Did you know you may be able to take Anderson courses? Call 277-3290 for more information.

>**For questions about the phrase “Permission of the instructor required,”** contact Jennifer Bayley, 277-6172, or the Anderson Advisement Center at 277-3290.

### **SUMMER 2009: Graduate-Level Course:**

#### **511. Technology Commercialization and the Global Environment**

**TAKING 511 in the SUMMER will allow you to take the TECHNOLOGY ENTREPRENEURSHIP or other MOT COURSES in the FALL** (Many of the Fall MOT courses are not offered in the Spring term.)

**Summer 2009:**

**2nd Half Course: 4 weeks beginning July 6th**

**MTWR 2:00-4:30pm:** 13704-MGMT 511 001, GSM-128

Sul Kassicieh and Raul Gouvea

Fundamentals of technology commercialization and international management are covered along with the interconnectivity of the two topics. The course will cover the nature of international competitive markets and how technology commercialization impacts these markets. 511 is the prerequisite for all other Management of Technology (MOT) courses.

### **FALL 2009: Graduate-Level Courses:**

#### **511. Technology Commercialization and the Global Environment**

**Fall 2009:**

**R 4:00-6:30pm:** 13793-MGMT 511-001, GSM-117 **OR**

**R 7:00-9:30pm:** 13796-MGMT 511-002, GSM-117

Sul Kassicieh and Raul Gouvea

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## MANAGEMENT OF TECHNOLOGY (MOT) and ENTREPRENEURIAL STUDIES COURSES, SUMMER & FALL 2009

### FALL 2009: Graduate-Level Courses: (continued)

#### **513. Technological Forecasting and Assessment**

**Fall 2009: M 7:00-9:30pm:** 29004-MGMT 513-002, ASM 2141, Steve Walsh

Methods used in forecasting broad scientific and technological advances and assessing their applicability in the commercial world, with stress upon the broad macro-level economic issues such as competition, positioning of technology in the market and further research to apply the innovation to commercially viable products.

Prerequisite: 511.

#### **514. Technological Entrepreneurship**

**Fall 2009: M 4:00-6:30pm:** 13807-MGMT 514-001, ASM 2141, Steve Walsh

A clinical experience in the development of a new firm to exploit a significant technological innovation. Student teams work with inventors/entrepreneurs, faculty, and external resources to establish new companies.

Prerequisite: 511.

#### **515. Innovative Product Development**

**Fall 2009: R 7:00-9:30pm:** 13809-MGMT 515-001, ASM 2141, George (Sandy) Sanzero

Topics covered include innovation diffusion models, consumer needs models, marketing mix and organizational mechanisms such as Venture teams. Prerequisite: 511.

### FALL 2009: Undergraduate-Level Courses:

#### **324. New Venture Strategies**

**Fall 2009**

**M 5:30-8:00pm:** 13329-MGMT 324-001, ASM-1064, Paul Sandoval OR

**T R 8:00-9:15am:** 13331-MGMT 324-002, ASM 1064, Paul Sandoval OR

**Online Format:** 28618-MGMT 324-003, Linda Shul

Examines strategies, both personal and commercial, for effectively embarking on new ventures. Focuses on phase of entrepreneurship occurring between generation of the initial new venture idea, up to and including the first commercial sale. Prerequisites: Engl 102, Econ 106.

#### **495. Managing and Operating Small, Growing Businesses**

**Fall 2009: T R 4:00-5:15pm,** 13676-MGMT 495 001, GSM-232, Raj Mahto

Examines principles and knowledge required for efficiently and effectively operating and managing small, growing businesses faced with resource constraints. Semester-long field cases of real businesses are the focus of study. Prerequisites: Engl 102, Econ 106.

#### **496. Entrepreneurial Financing**

**Fall 2009: R 12:30-3:00pm,** 33851-MGMT 496 001, GSM-128, Howard (Ward) Hickey

Focuses on the processes and knowledge utilized during the acquisition of debt and equity for growing businesses. Specific entrepreneurial financing processes, techniques and methodologies are covered.

Prerequisites: Engl 102, Econ 106.