

American University of Beirut
Faculty of Engineering and Architecture
Engineering Management Program

ENMG653: Technology Entrepreneurship

Rationale for the new course

This course aims to introduce general theories, principles, concepts and practices of entrepreneurship and intrapreneurship. The entrepreneurial perspective, development of the entrepreneurial plan, initiating entrepreneurial ventures, growth and development of entrepreneurial ventures, and contemporary challenges in entrepreneurship are discussed. This course provides a real-life simulation of the process that founders go through when starting a high-tech company. Students will be faced with the key issues involved in evaluating market opportunities, designing profitable business models, producing a solid business plan, raising capital, addressing legal considerations and developing a winning team. Also, the students will get introduced to the technology landscape in Lebanon along with the concepts of accelerators and incubators. The course includes case study analysis and group projects.

Catalogue description

ENMG653: Technology Entrepreneurship

This course also provides students with the tools necessary to create and grow a successful, innovative technology enterprise. Topics include ideation, evaluating market opportunities, designing profitable business models, producing a solid business plan, marketing, raising capital, addressing legal considerations and developing a winning team.

Prerequisites: None

Credits: 3cdts.

Required textbook

None

Supplemental materials

Supplied by Instructor

Student learning outcomes

- Students will understand the concepts of technology entrepreneurship
- Students will develop critical thinking and problem-solving skills to the diagnosis and solution of problems and issues related to the concepts of technology entrepreneurship and small business/organizational management.

- Students will develop writing and oral skills to communicate technology entrepreneurship and small business/organizational management subjects, ideas, and issues.
- Students will develop interpersonal communication and team working skills dealing with technology entrepreneurship and small business/organizational management topics and issues. This will be measured through a group course presentation during the last weeks of classes.

Student evaluation

• Participation and Homework	15%
• Weekly blog	5%
• Individually written case submission	10%
• Midterm exam	15%
• Personal Business Plan executive summary	15%
• Written team case analyses	20%
• Final Project and Presentation	20%

Topics to be covered

1. Review of engineering economic principles: How to read a balance sheet, income statement, etc.
2. How to write a business plan
3. How to solicit and assess customer needs – market surveys
4. Intellectual property instruments: Patents, copyrights, trademarks, trade secrets, etc.
5. Marketing and diffusion of new technologies and products
6. Entrepreneurial financing – venture capital money and other types of investors
7. How to make sales pitch
8. Valuation
9. How to form a company (legal structure): various types of companies
10. How to grow beyond a startup or how to exit (growth and exist strategies)

Course instructors

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