Teaching Entrepreneurship to Engineering Students

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Teaching New Ventures Creation to Engineers and Computer Scientists

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Teaching Entrepreneurship to Engineers and Computer Scientists

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Overview

• New Technical Ventures Course
• Instructor Background
• The Students
• Objectives of the Course
• Course Content
• Based on Book “Leveraging the Horizon”
• Student Requirements
• Online Version
• Summary of Experience
“New Technical Ventures”
Course Description

For engineers and computer Scientists who are considering Their own high tech venture. Covers entrepreneurship, product And market analysis, business Plans, raising capital, management.
Instructor Background

• Formal Education in Engineering and CS
• Teaching at JHU part-time since 1986
• Serial Entrepreneur -
  – founded and sold two high tech ventures
The Students

• Engineering and CS Graduate Students
• Taking the Course as an Elective … JHU Allows Credit Toward MS Degree
• Entrepreneurial Interests…No Prior Business Courses
Objectives of the Course

• By the end of the course, the student will be able to:
  – Assess business potential of a high tech product
  – Develop a market analysis and marketing plan
  – Develop a financial model
  – Prepare a complete business plan
  – Understand venture capital and know how to raise money
Course Content

- Vision
- Product or Service
- Management Team
- Strategic Alliances
- Business Plans
- Market Plan
- Sales Approach
- Raising Capital
- Growth
- Exit Strategy
Based Partly on the Forthcoming Book…

Leveraging the Horizon
Secrets of a Serial Entrepreneur

Edwin R. Addison
2003
Student Requirements

- Discussions/Threaded Discussions about Class Topics
- Case Studies
- Business Plan
Online Version

605.759 New Technical Ventures

Information  Content  Communications  Calendar
Summary of Experience

• Course attracts students who want a broader background than pure engineering
• Course has steadily grown in popularity over the last two years
• Students like the real world flavor of the discussions
• Students appreciated the practical experience of case studies and writing a business plan