

Proceedings
Teaching Entrepreneurship to Engineering
Students

Engineering Conferences International

Year 2003

Teaching New Ventures Creation to
Engineers and Computer Scientists

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Teaching Entrepreneurship to Engineers and Computer Scientists

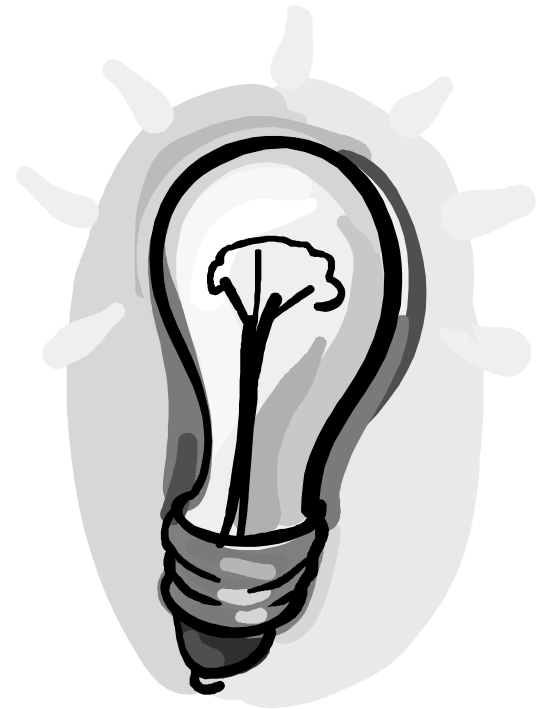
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Overview

- 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

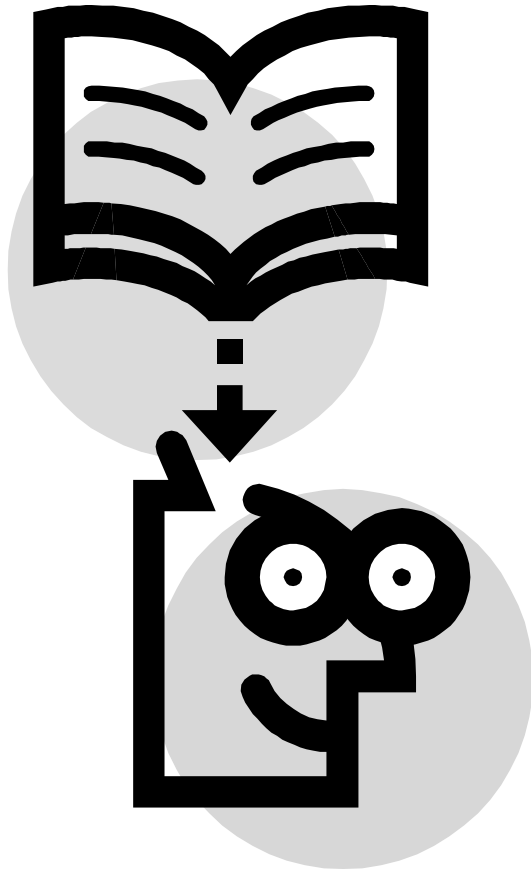
Secrets of a Serial Entrepreneur

Edwin R. Addison

2003



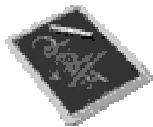
Student Requirements



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

Online Version

605.759 New Technical Ventures



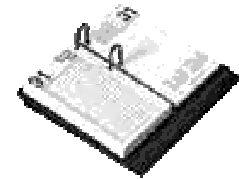
Information



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