

Entrepreneurship Technological (TECE)

TECE 6222. Emerging and Disruptive Technologies. (3 Hours)

Covers the role emerging technologies play in innovation for new ventures and established corporations. Includes a mix of theory and practical knowledge. Topics covered include technology disruption, diffusion, life cycles, and research-and-development strategy. Explores, in detail, the technical and market opportunities for current and emerging technologies across a broad spectrum of industries.

TECE 6230. Entrepreneurial Marketing and Selling. (3 Hours)

Examines the specific situation of entrepreneurial marketing. Topics include how to perform a market analysis when there are limited resources and tight schedules to be met. Also addresses new market situations, opportunity assessment, customer segmentation, going to market, and writing a marketing plan.

TECE 6250. Lean Design and Development. (3 Hours)

Covers the intersection of customer research with product design, specifically lean design and how to map abstract attributes that customers seek into concrete product designs that can actually be built. Other topics include managing the technology business interface, creating product teams, and drafting product development plans. Open to first-year graduate students.

TECE 6300. Managing a Technology-Based Business. (3 Hours)

Covers topics specific to managing a business or a strategic business unit within a firm. Considers the special issues related to technology-based firms. Topics include creating a culture, operations planning, staffing for technical excellence, dealing with technology vendors, dealing with advisers, supply chain management, and writing operations plans. Open to first-year graduate students.

TECE 6340. The Technical Entrepreneur as Leader. (3 Hours)

Focuses on the personal skills an entrepreneur needs to lead and persuade others. Students read about and complete exercises on leadership and selling ideas. In addition, students meet members of the entrepreneurship community in New England. Stresses communications skills, both written and oral, along with self-discovery of leadership style.

TECE 6962. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

TECE 7976. Directed Study. (1-4 Hours)

Offers theoretical or experimental work under the direction of faculty on a selected topic. Course content depends upon the faculty member. May be repeated without limit.