

**PENN STATE GREAT VALLEY
MASTER OF BUSINESS ADMINISTRATION**

BUSAD 575.101 – High Tech Venture Development

Instructor: Chuck Thomas	Fall 1, 2007: 9/4 – 10/18
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Course Overview/Description:

This course is about how high tech entrepreneurs and intrapreneurs design, develop, test, and market new information technology-based products and services.

Our context will be the global economy, our point of view will be the ubiquity of always available, everywhere information and services, our scope will be intellectual to understand the what and the why and pragmatic to understand the who, when, and how.

Software and information technology products have been major success stories of the second half of the 20th century. Growth has been significant over the past 25 years. What fuels this growth? What formula is used to convert raw ideas into code? How do companies

Learning Objectives:

- Review and apply the business planning process

New Product Development

- Discuss the process of creating new software and info products/services.

Marketing

- Learn how to convert your R&D efforts into marketable products and servi

Measurement of Learning Objectives:

For an A
For a B
For a C

b. Case History: Each student will select a software or hi-tech services firm and write a short

Prerequisite(s):

Required Materials/Texts:

Course Topics:

Module I: The Entrepreneurial Perspective

Module II: Opportunity Recognition and Evaluation

Module III: Gathering Resources

Module IV: Managing Ventures

Conclusions

Academic Integrity:

“Academic integrity is the pursuit of scholarly activity free from fraud and deception and is an educational objective of this institution. Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. At the beginning of each course it is the responsibility of the instructor to provide a statement clarifying the application of the academic integrity to that course.” (1997-98 Polices and Rules, A handbook for students, p. 44)

You must cite the source(s) of *ideas* presented in your work, even if you convey the idea in your own words (e.g., paraphrase or summarize). You must also cite the source(s) of *data* or *statistics* in your work, even if it is “common knowledge” or available in multiple locations (cite at least one). Direct quotes should be surrounded by quotation marks and the citation should include the page number where the quote was found. Citations for information taken from websites should include the entire URL (i.e., the complete web address) and the date accessed.

The penalties for academic dishonesty include, but are not limited to, a failing grade on the assignment, an official disciplinary warning, a failing grade for the cour

permanent suspension from the university, depending on the severity of the offense (adapted from Office of Judicial Affairs brochure, "Procedures for the Discipline System," U.Ed. STA 01-088).

Disability Statement:

The Pennsylvania State University encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact Kathy Mingioni at (610) 648-3315 in advance of your participation or visit.

Emergency Closings:

Listen to KYW 1060 AM radio for PSUGV snow code 2581, or call the PSUGV Emergency Closing Hotline (610) 648-3399 for a message regarding campus closings. We will not have class if the campus/building is closed. In the case of closings, class is usually rescheduled for later in the term.

Attendance:

Class attendance is required. If a situation arises that would cause you to miss class, please notify the professor in advance. It is the student's responsibility to make arrangements regarding any missed materials or assignments.

Emergency Evacuation Exercises or Actual Emergency Events:

Periodic fire/evacuation exercises are conducted in all occupied PSU Great Valley buildings. Every PSU Great Valley faculty, staff, and student is expected to exit the building and remain outside until the drill or actual event is completed. Drills are a safe opportunity to test the building emergency plan, insure that the fire alarm is working properly, and allows every employee a chance to experience the procedures.

Guidelines in the Event of a Drill or Emergency:

- Please familiarize yourself with the emergency evacuation plan posted in each classroom.
- Do not use elevators. Use stairs.
- Fire doors close but do not lock or trap a person in an area.
- Should evacuation be necessary, go to the nearest exit or stairway and proceed to a pre-designated evacuation meeting area (150 feet away from building) outside the building. Stay with your instructor and class.
- Please do not leave the meeting area, return to your classroom, or go to your vehicle unless instructed to do so.