I438: Technology Entrepreneurship (3 credit hours)

This course will teach students the importance of systems and design thinking as they relate to building and managing a startup holistically. Students will be required to take a business concept from inception to implementation, at least to the degree required to have a minimum viable product (MVP). The focus of the course will be for students to get their ideas off of paper and into the market. Concepts covered will include business-hypothesis-driven experimentation, iterative product releases, and validated learning. Students will develop a prototype of their concept and seek feedback from target customers throughout the semester. The course will also include talks by guest speakers who have direct experience in starting and building successful technology startups. The class will culminate in a startup plan competition, which will require students to pitch their startup plan they developed through the course to a panel of judges who will evaluate the commercial viability of their business concept.