

High Tech Venture Development Sample Class Schedule

Module I: The Entrepreneurial Perspective

Week 1	Session 1	Lecture	Course Overview & Introduction
	Session 2	Lecture	The Entrepreneurship Frameworks: The Globe, Silicon Valley, and Great Valley

Module II: Opportunity Recognition and Evaluation

Week 2	Session 3	Guest Speaker	John Louchheim, AWE VP/S&M, Murex Investors Principal, (founder of ICON Solutions, TriSpan, cofounder Keane Assoc)
Week 3		Discussion	Creativity and Improvisation
	Session 4	Discussion	The Business Strategy
	Session 5	Case Study	From Idea to Opportunity: Our First Case Study
Week 4	Session 6	Discussion	Entrepreneurial Marketing
	Session 7	Discussion	Intellectual Property

Module III: Gathering Resources

Week 5	Session 8	Guest Speaker	Dennis McGrath, CFO, PhotoMedex
		Case Study	Negotiating Startup Challenges
	Session 9	Lecture	Key Elements of Venture Finance & Teams
	Session 10	Guest Speaker	Case Study Assignment Josh Kopelman, First Round Capital (founder of Half.com, Infonautics, TurnTide, ...)
		Case Study	Initial Public Offerings (IPOs)
		Case Study	Venture Capital

Module IV: Managing Ventures

Week 6	Session 11	Guest Speaker	Steve McDonald, CBI Group, HR Principal & People Guru
		Discussion	Team Effectiveness
		Case Study	Entrepreneurial Leadership
		Case Study	Recruiting and Rewards
	Session 12	Discussion	Methologies and Processes
		Due	Lessons Learned Assignment

Conclusions

Week 7	Session 13	Due Class Present	Business Plan Assignment Presentation of Business Plan
	Session 14		Entrepreneurship and You Course Summary