



Think you have a technology-based business idea?

Then consider taking

TECHNOLOGY ENTREPRENEURSHIP AND COMMERCIALIZATION FALL 2021

WEDNESDAY, 5:30-8:00 PM, 3 CREDIT HOURS

Undergrad: FSU EIN 4445, FAMU EIN 4150

Graduate: FSU EIN 5445C, FAMU EIN 5930-3

Although this course is offered primarily to enhance the entrepreneurial skills of students in the FAMU-FSU College of Engineering, it is **open to advanced undergraduate and graduate students of all disciplines**. Being offered for the 20th time, the course teaches the process of creating and analyzing commercialization plans for technology-based products or services. Students form teams, propose technology-based ideas/opportunities and then analyze the business potential of the idea. **Contact Dr. Devine for PERMISSION to register for this course.**

The course includes lectures, guest speakers and class discussions on such topics:

- technology entrepreneurship
- lean startup concepts
- design thinking/innovation by design
- patent and copyright law
- customer discovery
- conducting market studies
- sources of financing for start-up companies
- the business model canvas
- planning the steps and costs to launch
- lessons from successful entrepreneurs
- etc.

Student Comments from SPCI Evaluations, F2014, S2015 and S2019:

Very applicable to real life situations. Motivated me to look into pursuing entrepreneurial opportunities.

Great professor and course. Really enjoyed this course and I definitely learned a lot.

Communicated in very clear fashion...provided each student useful feedback...made course fun!

Faculty: Dr. Mike Devine, Entrepreneur in Residence and Professor, FAMU-FSU College of Engineering, mdevine@fsu.edu, 850-410-6378. Office A-248B.

Textbook: ***Technology Ventures: From Idea to Enterprise***, Byers, Dorf and Nelson, 5th Edition.

Textbook website http://techventures.stanford.edu/index.php?option=com_content&view=frontpage&Itemid=1

For Undergraduate Engineering Students: Consult your advisor as to how this course may (or may not) count towards your degree requirements to be sure because of differing circumstance. However, generally it counts as follows:

- IME: advanced IME elective
- ChBE: non-ChE technical elective
- ECE: non-ECE technical elective
- ME: non-ME technical elective
- CEE: an approved Engineering elective