SPECIAL TOPICS IN ENGINEERING--FALL SEMESTER, 2015
HIGH TECH ENTREPRENEURSHIP
Fridays 1:00-3:45PM

This practical, "hands on" course, being offered for the first time in the fall semester, 2015, is designed for University of Nevada, Reno juniors, seniors, and graduate students who are interested in starting up high tech companies early in their careers or who want to be key contributors in new emerging technology companies.

Course Description

The course introduces students to the conceptual frameworks, the analytical approaches, the personal understanding and skills, and the actions required to launch a successful technology-based company. Specifically, it addresses the challenges of evaluating new technologies and original business ideas for commercialization, determining how best to implement those ideas in a startup venture, attracting the resources needed for a new venture (e.g., key people, corporate partners, and funding), organizing and operating a new enterprise, structuring and negotiating important business relationships, and leading early stage companies toward "launch velocity".

Several teaching and learning techniques are used in the course. The primary technique is the classroom discussion by students of real case situations of technology ventures facing various challenges at various stages of their development. Also, students will have the opportunity to practice applying what they are learning during the course to real technologies and how those technologies might be commercialized in new products in startup ventures.

There are no academic pre-requisites for the course, and juniors, seniors, and graduate students from all departments and majors are welcome to enroll.

Course Instructor

Ed Zschau (pronounced like the first syllable of "shower") has started and led several technology companies over the past 45years as well as heading the $6.5 billion IBM Storage Systems Division in the 1990s. He is currently an investor in and Board member for six tech-based companies. He was a professor for several years at the Stanford Graduate School of Business in the 1960s and at the Harvard Business School in the 1990s. Ed created and offered the High Tech Entrepreneurship course in the Engineering School at Princeton University for thirty-one semesters ending with the spring, 2013 semester, and he continues as a part time faculty member at Princeton. He is currently a Lecturer in Engineering at the California Institute of Technology. Ed served in the US House of Representatives representing the Silicon Valley area of California for two terms in the 1980s. He received his AB with honors in Philosophy from Princeton in 1961 and his MBA, MS (statistics), and Ph.D. degrees from Stanford University in the 1960s.