

School of Technological Entrepreneurship

www.sote.neu.edu

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In the spring of 2004, the School of Technological Entrepreneurship (SOTE) was approved by the Northeastern University Board of Trustees. Commencing with the 2004–2005 academic year, SOTE began offering an undergraduate minor and elective courses for full-time undergraduate students.

Technological entrepreneurship demands a unique style of leadership. It requires individuals with an understanding of business practices as they apply to one or more areas of technology combined with a passion for learning and a very strong desire to succeed. Technology-based ventures are different from most business development processes. It is through advancements in science and engineering that technology-intensive products and processes find their beginnings. The marketing of technology-based products requires a special approach since customers are usually very slow to respond to a new technology. The technological entrepreneur has to develop strategies that will result in enough forward momentum to rapidly push a product into the most desirable markets. Moving a product from the idea stage to a viable marketable item is generally much more expensive and riskier when technology is involved than for other types of products. Obtaining clear intellectual property rights to protect a company's rights to products and processes is especially important and sometimes very difficult when dealing with highly complex technology-based ventures.

From an academic perspective, technological entrepreneurship is at the intersection of the many technology-based disciplines and business administration. SOTE is designed to satisfy the need for educational programs that provide potential entrepreneurs with an opportunity to study the unique types of marketing, product development, accounting, and other courses that are associated with technology-based ventures. The school provides a new learning experience in which technical students are introduced to business practices that are shaped to capture the unique properties of the technology-based commercialization process. Business students are exposed to the unique issues and influences that are associated with technology-based products.

A hallmark of SOTE is interdisciplinary instruction and a focus on creative practices. A major highlight of the school is faculty collaboration and team teaching. This approach to education encompasses the full breadth of technology and business practices. Faculty from engineering and science bring to the school precise knowledge in many technical areas, experience with the product design life cycle, and an understanding of the complexities associated with technology. The business

faculty brings a working knowledge of marketing, finance, accounting, and project management. It is the integration of these two areas that defines technological entrepreneurship, and it is achieving this integration that makes SOTE classes exciting and rewarding for students.

Minor in Technological Entrepreneurship

INTRODUCTORY COURSES

Complete one of the following courses. Engineering and science students should take TEN U310. Business students should take TEN U330:

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| TEN U310 | Business Basics for Technological Entrepreneurship | 4 SH |
| TEN U330 | Introduction to Product Design for Entrepreneurs | 4 SH |

REQUIRED COURSES

Complete the following three courses:

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| TEN U301 | Opportunity Assessment in a Technology-Based Firm | 4 SH |
| TEN U401 | Managing Operations in a Technology-Based Start-Up Firm | 4 SH |
| TEN U501 | Strategic Entrepreneurship (pending approval) | 4 SH |

GPA REQUIREMENT

2.000 GPA required in the minor