

School of Technological Entrepreneurship

www.ste.neu.edu

PAUL M. ZAVRACKY, PHD, *Professor and Dean*

ASSOCIATED FACULTY

Thomas P. Cullinane, PhD, *Mechanical and Industrial
Engineering*

John H. Friar, PhD, *General Management*

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

History has demonstrated that successful technological entrepreneurs possess a combination of skills that include a unique style of leadership, a desire to create enterprises, and a strong internal drive to pursue ideas they know will change the world. The scientists and engineers among this dynamic group often developed an understanding of basic business practices on the job; while their colleagues from business administration similarly developed an understanding of the unique character of technology-based ventures. Now, undergraduate students interested in becoming technological entrepreneurs have the opportunity to acquire skills in a more formal program. Students intrigued with the possibilities and who possess a passion for learning and a very strong desire to succeed should consider the minor offered by the STE.

The process needed to establish technology-based ventures differs from that of nontechnical businesses. It typically begins with an advancement in science and engineering that could lead to a technology-based product or process. Obtaining patents and copyrights to protect a company's products and processes is especially important. Equally important is the careful and strategic disclosure of intellectual property while forming key relationships with other, often larger companies. Crude prototypes or demonstration vehicles are often created to demonstrate the potential of a new idea. At this point, young technological entrepreneurs learn that they need to uncover a compelling use for their new invention in order to find market success. Markets don't always exist for truly new technologies and therefore must be created, making the commercialization process long and difficult. The technological entrepreneur has to probe different applications to find those that provide fertile ground for sales growth and ultimately for commercial and corporate success.

From an academic perspective, the field of technological entrepreneurship is at the intersection of science and engineering and business administration. The STE was established to develop educational programs that provide potential entrepreneurs with an opportunity to study the unique aspects of product development, marketing, and business practices that are associated with technology-based ventures. The school provides a new learning environment in which science, engineering, and business students are introduced to the unique aspects associated with the commercialization of technology-based products.

A hallmark of STE is interdisciplinary instruction and a focus on creative practices. A major highlight of the school is faculty collaboration and team teaching. Faculty from engineering and science bring to the school precise knowledge in many technical areas, experience with the product life cycle, and an understanding of the complexities associated with advanced technologies. The business faculty bring 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 STE classes exciting and rewarding for students. See pages 457–458 for course descriptions.

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:

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:

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 U450	Strategic Entrepreneurship	4 SH

GPA REQUIREMENT

2.000 GPA required in the minor