

COURSE CODE: TECNEUR

COURSE TITLE: Technopreneurship and Innovation Theories

COURSE DESCRIPTION:

This course is designed to develop students in two different areas of specialization: technology and entrepreneurship. It covers the principles and theories of innovation and technopreneurship. This course provides an opportunity for students to experience the process of crafting the business model, and then the business plan, which will be the final (team) output for this course.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

- No prescribed text - Materials will be provided by faculty in Canvas

READING LIST:

- Dorf, Richard C. and Thomas H. Byers, 2005, Technology Ventures, From Idea to Enterprise. New York: McGraw Hill.
- Debelak, Don, 2003, Successful Business Models. Canada: Entrepreneur Media.
- Osterwalder, Alexander & Pigneur, Yves, 2010, Business Model Generation. New Jersey: John Wiley and Sons (preview and full versions); preview version on documents site.
- Drucker, Peter Ferdinand. 2002. Innovation and Entrepreneurship. New York: Harper Business.
- Ford, David and Michael Saren. 2001. Managing and Marketing Technology. London: Thomson Learning.
- Kenny, Martin, editor. 2000. Understanding Silicon Valley. Stanford University Press. USA.
- Lee, Chong –Moon et al. editors. 2000. The Silicon Valley Edge. Stanford University Press. USA.
- Tidd, Joe, John Bessant, and Keith Pavitt. 2005. 3rd ed. Managing Innovation. England: John Wiley and Sons.
- Dorf, Richard C. and Thomas H. Byers, 2005, Technology Ventures, From Idea to Enterprise. New York: McGraw Hill.
- Debelak, Don, 2003, Successful Business Models. Canada: Entrepreneur Media.

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE: