

## **Engineering and Technology Entrepreneurship ESE 201**

State University of New York at Stony Brook  
Fall 2011

**Instructor:** Donna L. Tumminello, BSEE, MBA  
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**Office Hours:** Tuesday & Thursday 12:00 PM – 1:00 PM

**Course Prerequisite:** U3 or U4 standing

**There are three forms of participation required:**

- Traditional lecture twice per week
- Participation in assigned case studies
- Mid-term / Final reports

**Course Readings:** *Economics : The Basics*  
Michael Mandel  
McGraw Hill  
ISBN# 978-0-07-352311-8

**Lecture Time:** Monday & Friday 12:50 PM – 2:10 PM

**Location:** CLASSROOM

**Course Description:**

The purpose of this course is to bridge the gap between technical competence and entrepreneurial proficiency. Students are not expected to have any formal business background, but have some background in a technical field. These fields can range from the engineering disciplines to computer science, and from biology and chemistry to medicine. Accordingly, the course will provide the necessary exposure to the fundamentals of business, while minimizing the use of business school jargon. Entrepreneurship is considered as a manageable process built around

innovativeness, risk-taking and proactiveness. The course focuses on ventures where the business concept is built around either a significant technical advance in an operational process, or in the application of technology to create a new product or service.

**Course Objectives:**

Entrepreneurship is considered as a manageable process built around innovativeness, risk-taking and proactiveness. The course focuses on ventures where the business concept is built around either a significant technical advance in an operational process, or in the application of technology to create a new product or service. Students develop an awareness of business, marketing and legal challenges they will face during their careers and will be prepared to respond appropriately using creative decision making processes. Introduction to leadership and business fundamentals. Exposure to intellectual property law and valuation of intellectual property rights.

**Course Assessment:**

Class participation, 50%

Mid-term report, 25%

Final report, 25%

**NOTE:**

If you have a physical, psychological, medical, or learning disability that may impact your course work, please contact Disability Support Services at (631) 632-6748 or <http://studentaffairs.stonybrook.edu/dss/>. They will determine with you what accommodations are necessary and appropriate. All information and documentation is confidential.

Students who require assistance during emergency evacuation are encouraged to discuss their needs with their professors and Disability Support Services. For procedures and information go to the following website: <http://www.sunysb.edu/ehs/fire/disabilities.shtml>