

Engineering 145
Technology Entrepreneurship
10 Courses to Learn about Entrepreneurship



Created by Steve Blank and Tom Kosnik

Special thanks to the law firm of Fenwick and West for supporting entrepreneurship courses such as Engineering 145.

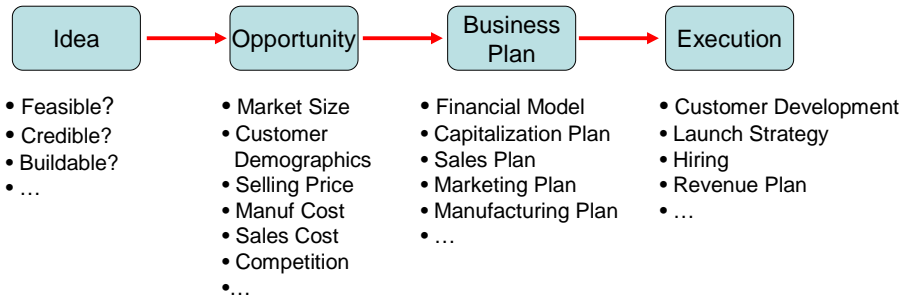


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Entrepreneurship is a Process...



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The slides that follow show 10 courses that help you to build knowledge, acquire tools, and hone skills for each stage of this process

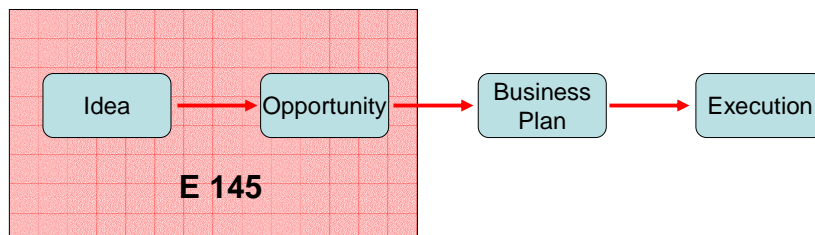
Entrepreneurship is a Process...



Top 10 courses to learn about entrepreneurship:

1. ENGR 145 – Technology Entrepreneurship
 2. ENGR 140 A, B, and C – Mayfield Fellows Program
 3. NVC – New Venture Creation
 4. MS&E 271 – Global Entrepreneurial Marketing
 5. MS&E 285 – Negotiation
 6. MS and E 177 – Innovation, Creativity, and Change
 7. MS&E 277 – Creativity and Innovation
 8. MS&E 272 – Entrepreneurial Finance
 9. MS&E 273 – Technology Venture Creation
 10. MS&E 282 – Innovation and Implementation in Complex Organizations
- And many, many more...*

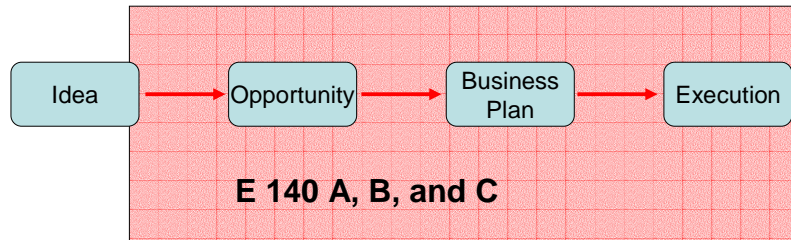
E 145 and Entrepreneurship



E 145: Technology Entrepreneurship:

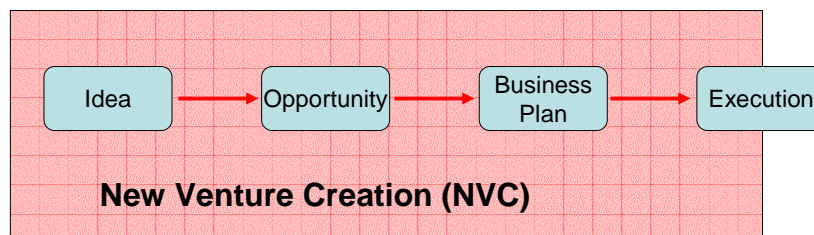
Fundamentals of entrepreneurship. Focus on translating ideas into opportunities.

E 140 A, B, and C and Entrepreneurship



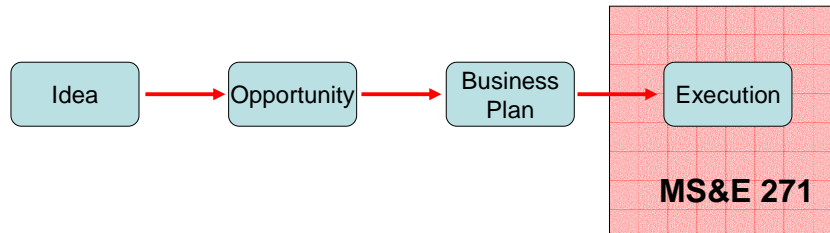
E 140 A, B, and C - Mayfield Fellows Program : An amazing way for 10-12 Stanford undergraduates a year to experience entrepreneurship.

NVC and Entrepreneurship



NVC: New Venture Creation (Course from National University of Singapore)
Take an idea to opportunity, develop customers, raise money, recruit talent
Based in Silicon Valley. Stretches 2 quarters (Jan- June and July- December).
This course is open to selected Stanford students as auditors or for academic credit as an independent study.

MS&E 271 and Entrepreneurship



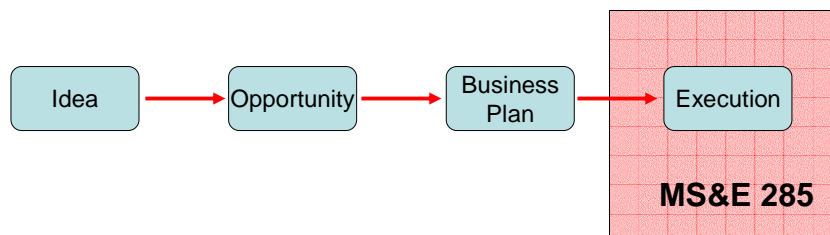
MS&E 271: Global Entrepreneurial Marketing (GEM).

Taking an opportunity to market across the technology adoption life cycle and around the world.

Options for GEM Projects:

1. Execute an opportunity that you explored in E 145.
2. Execute another opportunity you identify
2. Help an entrepreneur take a new product to market.

MS&E 285 and Entrepreneurship

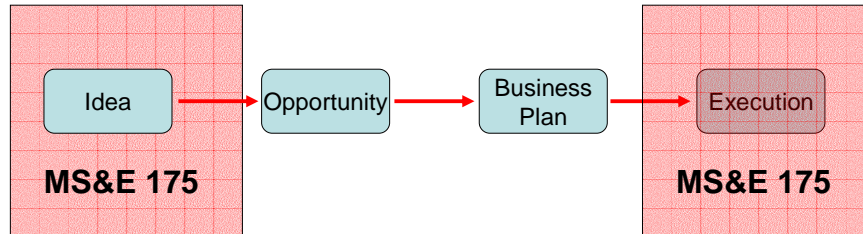


MS&E 285: Negotiation:

Introduction to varieties of negotiation styles.

Entrepreneurs and leaders need to learn how to negotiate!

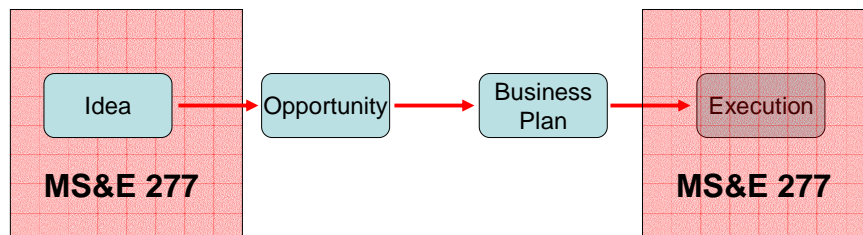
MS&E 175 and Entrepreneurship



MS&E 175 - Innovation, Creativity, and Change

Creativity and innovation in organizations. How individuals can innovate in Organizations, and the challenges of building an innovative organization.

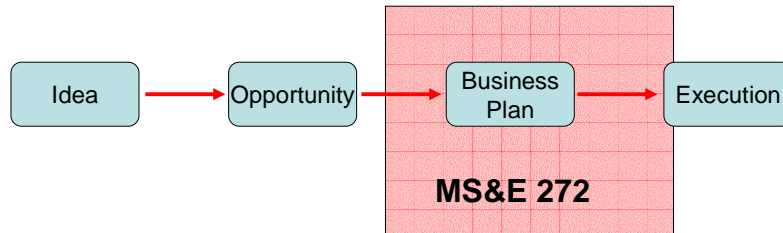
MS&E 277 and Entrepreneurship



MS&E 277 – Creativity and Innovation

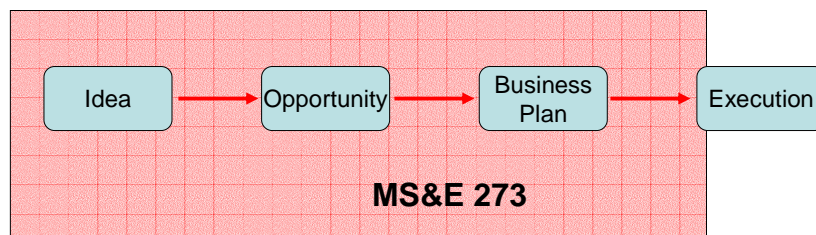
What makes Individuals, groups, and organizations work creatively

MS&E 272 and Entrepreneurship



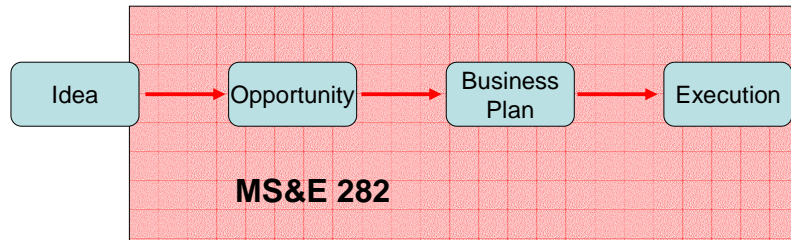
MS&E-272, Entrepreneurial Finance: Finance for startups & future VCs. The financial perspectives and tools needed to make financial decisions in Entrepreneurial environments.

MS&E 273 and Entrepreneurship



MS&E 273 - Technology Venture Creation: Idea to Business Plan to VC presentation. Simulates the process of starting a high tech company.

MS&E 282 and Entrepreneurship



MS&E 282 Innovation and Implementation in Complex Organizations
Four live case studies on how leaders implement innovations in big organizations

Entrepreneurship is a Process...



The ten courses we have listed are the tip of the iceberg!
For additional courses that are useful to you as an aspiring global entrepreneurial leader, see the STVP web site at:
<http://stvp.stanford.edu/teaching/courses.html>