

## A Multidisciplinary Approach to Teaching Technology Entrepreneurship and Product Innovation to Engineering and Business Administration Students

During this presentation we will describe our experiences with a new year-long course developed jointly by the College of Engineering and College of Business on technology entrepreneurship and product innovation. The objective of this course is to provide real-world, hands-on, technology-based product development experience to MBA and Engineering students. This year-long course involves lectures from several experienced guest speakers with expertise on various aspects of innovative product developments such as business plan development, valuation & financial analysis, marketing research, project management, intellectual property and legal issues, and negotiation, teamwork and leadership. MBA students are assigned as "business consultants" to engineering student-teams working on new product development projects. While the technical nature of product development is the focus of work performed by engineering students, the MBA student collaborate with the engineering students to provide a rigorous analysis for the commercial viability of the project, and advise the project teams on business and management aspects of their projects. Student teams are jointly supervised by both engineering and business school professors. Each student team is expected to develop a complete business plan and detailed technical specification for a "new" product. Student teams also have to submit periodic updates on the product development process as specified in the schedule. At the conclusion of the course each team is expected to submit a written project report and present their business plan to the class.