TCM 6010. Business Fundamentals for Entrepreneurs. 3 Hours.
Introduces fundamental business practices for entrepreneurs. Presents subject areas in the sequence in which an entrepreneur starting a technology-based company might need them.

TCM 6020. New Venture Development 1: Starting a New Technology Venture. 4 Hours.
Offers a first-venture development course. The I-cubator commercialization process starts with student-generated ideas. Working with their faculty advisor, students are encouraged to perform an opportunity assessment to determine which projects are viable. Project teams are formed and a high-level project plan is generated. A series of seminars is offered on competitive product strategies for selected vertical industries.

TCM 6030. Intellectual Property Law and Management. 3 Hours.
Focuses on protecting an organization’s intellectual property rights, which in this age of innovation is crucial to an organization’s ability to survive. Offers students an opportunity to learn to protect their organizations from losing their right to intellectual property by understanding the legalities involved and proper management. Examines trademark, copyright, and patent law, as well as the legal remedies available for violations. Examines fair use and the assignment of property rights, along with managerial strategies employed to protect and capitalize on intellectual property.

TCM 6040. Accounting for Technology Startups. 3 Hours.
Examines the new and growing topic of accounting for new product development and its influence on project selection, product design, and later profitability. Topics include managerial and financial accounting, accounting for new product development, accounting for manufacturing and project costs, and business numbers.

TCM 6050. New Venture Development 2: Building a Prototype. 4 Hours.
Requires students to produce a means to evaluate their product concept through a prototype or some other means, by either working with an engineering partner or through their own technical work.

TCM 6060. Elements of Financing a Business. 3 Hours.
Covers, in part one, the special issues of entrepreneurial finance when moving toward commercialization in high-tech settings. These special situations arise because the length of time a startup is in the research and development stage may be years before any revenue is generated. In this context, students have an opportunity to learn about cash flow analysis, budgeting, and crunching the numbers. Part two covers the various avenues entrepreneurs can use to raise money. These include angels, venture capital, banks, and friends and family. Topics also include exit strategies, pro formas, and writing a financial plan.

TCM 6070. Entrepreneurial Marketing. 3 Hours.
Examines the marketing issues facing the creation of a new business and reviews how entrepreneurs create or discover new business ideas and test whether they are reasonable through opportunity assessment. Also covers general marketing in a high-tech context by focusing on topics such as going to market, pricing, and advertising.

TCM 6080. New Venture Development 3: Customer Evaluation. 4 Hours.
Offers students an opportunity to test the product concept with customers and to modify it according to feedback.

TCM 6090. Managing a Technology-Based Small Business/Strategic Business Unit. 3 Hours.
Covers the issues of managing a small business or strategic business unit within a corporation, as well as the special issues of managing a technology-based startup. Topics include creating a team, creating a culture, hiring/firing/incentives/reporting, operations, boards/advisors/managing up, dealing with suppliers, managing a crisis, supply chain, and writing an operating plan.

TCM 6100. New Venture Development 4: Developing a Business Plan and Investor Presentation. 4 Hours.
Offers students an opportunity to produce a detailed business plan and present it to a group of investors. At the end of their development project work, students have had an opportunity to produce a prototype, a business plan, and an investor presentation.

TCM 6962. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.