ENGR 486 Business Opportunities in Engineering-2 credits

Brief Syllabus for Summer 2015 on-line course

Grades will be based on 10-12 essays. Topics will be assigned early in the course and should be from 1 to 3 pages in length.

Fifteen videos are scheduled, each from around 1 ½ to 2 hours in length. Some optional videos will also be recommended.

1. Week of May 18- Introduction & Creating Affluence, Creativity, ABC’s of Business
2. Week of May 26- Personal Character & Habits, Management
3. Week of June 1-Finance Considerations, The Business Plan
4. Week of June 8-Leadership, Entrepreneurship, Negotiation Skills
5. Week of June 15-Teamwork, Intellectual Property, Sales
6. Week of June 22-Marketing & Advertising, Engineering Ethics

ENGR 487 The Business Plan-1 credit

For those of you taking this course, either during the first or second summer 2015 6 week session, ENGR 486 must be taken concurrently or treated as a prerequisite. This course is primarily an independent study course with personal meetings to be arranged with the instructor in person, via telecon, or e-mail discussion. Details on the writeup and the presentation will be outlined during the first week of the 1st summer session. A sample outline will be discussed in the ENGR 486 Business Plan video &PPT.