



SYLLABUS

COLLEGE OF COMPUTING AND SOFTWARE ENGINEERING

DEPARTMENT OF INFORMATION TECHNOLOGY

CSE4973: TECHNOLOGY INNOVATION AND ENTREPRENEURSHIP

Course Information

Class Modality: *Online or Hybrid*

Instructor

Name: Ying Xie

E-mail: yxie2@kennesaw.edu

Office Location: J-360

Office Phone: 4705782143

Office Hours: TBD

Course Communication:

- Email is the best way to reach the instructor. Use KSU email if possible. Instructor's KSU email (yxie2@kennesaw.edu) is the best way to get the timeliest response.
- Students' emails will be replied WITHIN 24 hours during the weekday. Weekend and holidays don't apply.
- When email the instructor using accounts other than D2L email, put the course number in the subject line. Emails without proper subject line will not be replied.
- Avoid using personal email. Sensitive information (such as your grades) can ONLY be sent to D2L email or KSU email account.

Course Description

In this course, students will learn how to apply entrepreneurial thinking to technology innovation and commercialization. Topics of this course include practicing customer-centric innovation in IT and computing, matching customer needs with innovation seeds, evaluating readiness and market fit, building an IT startup team, creating a winning business model, and developing an investor pitch for the innovative solution.

Prerequisites: [ENTR3001 Entrepreneurial Mindset](#)

Credit Hours: 3

Learning Materials: The instructor will provide all learning materials in the forms of lectures, slides, articles, and/or websites. All learning materials will be open source and free of charge to students.

Technology Requirements:

- This class uses D2L as hosting site. Run a system check to ensure your computer work with D2L. Check out UITS D2L training: <http://uits.kennesaw.edu/support/d2ltraining.php> .
- Internet Connection. A high-speed Internet connection such as DSL or cable Internet access is highly recommended. You may also use computer labs on campus to complete the coursework.
- A web camera is required for a student to take midterm and final exam.

Student Learning Outcomes

By the end of this course, a student should be able to:

1. Perform customer-centric innovation in IT and computing
2. Evaluate readiness and market fit of a new IT product or service
3. Develop an investor pitch for an innovative idea.

Course Modules and Schedule (subject to change)

The course Modules and schedule are tentative and subject to change. Please use D2L course calendar as accurate due dates.

Module	Activities	Schedule
Module 1: Practicing customer-centric innovation in IT and Computing	<ol style="list-style-type: none">1. <i>Lecture: Customer-centric approach to technology innovation</i>2. <i>Lecture: IT innovation strategy, procedure, and case studies</i>3. <i>Team Project: customer-centric innovation in IT/Computing (suggested technique areas: AI, Big Data, IoT, Cybersecurity, Cloud/Mobile Computing, Blockchain, FinTech)</i>	Week 1 - 4
Module 2: Evaluating readiness and market fit	<ol style="list-style-type: none">1. <i>Lecture: Speed-to-Market vs Market Readiness: Concepts and Case studies</i>2. <i>Lecture: How to access market readiness for an innovative solution</i>3. <i>Lecture: The Lean Product Process to achieve product-market fit</i>4. <i>Team Project: Iteratively using the Lean Product Process to improve product-market fit</i>	Week 5 - 7
Module 3: Building a startup team	<ol style="list-style-type: none">1. <i>Lecture: Procedure and best practice of building a winning startup team</i>2. <i>Team project: Joining KSU CEO/enacus and build a startup team for your venture</i>	Week 8-10
Module 4: Creating a business model	<ol style="list-style-type: none">1. <i>Lecture: Principle, procedure, and tools</i>	Week 11-13

	<p><i>to create a technology startup business model</i></p> <p>2. <i>Team Project: developing a winning startup business plan.</i></p>	
Module 5: Developing an investor pitch for the innovation.	<p>1. <i>Lecture: Practical guide to investor pitch decks for fundraising</i></p> <p>2. <i>Team Project: developing an effective investor pitch for your startup</i></p>	Week 14-15
Module 6: Conclusion	<p>3. <i>Final Presentations and Peer Evaluation</i></p>	Week 15-16

Course Requirements and Assignment

Students are required to study the lectures (online or in-person), participate in course discussions, complete quizzes, and working on team projects.

Evaluation and Grading Policies

Weight Distribution

Grading Item	Weight
Quizzes	10
Team activity logs	10
Course Discussion	10
Projects	25
Presentations	25
Peer Evaluation	20
Total	100%

Grading Scale:

90% - 100% A

80% - 89% B

70% - 79% C

60% - 69% D

0% - 59% E

Grades will be rounded up if they are $>$ or $= .5$ or above, for example, an 89.6 is an A, but 79.2 is a C. *[you may or may not adopt this rule]*

Course Policies

Course Attendance Policy

- For this online course, students' attendance is also measured by how often a student login in D2L course website, participation of online discussion, as well as on-time completion of homework.

Grading Items Turnaround Time

- The grades for the quizzes and exams will be available 48 business hours after the due date
- The grades for assignments/term papers will be available 96 business hours after the due date

Assignments & Exam Policy

- All assignments **MUST** be submitted through D2L (<https://kennesaw.view.usg.edu/>) course website by the deadline specified in course calendar. Email submission will **NOT** be accepted. Any assignment that is less or equal than 24 hours late is subject to 10% penalty. Any assignment that is less or equal than 48 hours late is subject to 20% penalty. Any assignment that is more than 48 hours late will **NOT** be accepted.
- All quizzes and exams **MUST** be completed on D2L website by the deadline specified in course calendar. The quizzes exams can't be opened/submitted after the deadline.
- If you must miss an exam due to illness, you must e-mail or call the instructor before the scheduled time. Failure to notify the instructor prior to the scheduled time will produce an automatic zero for the exam. **NO** makeup test except for emergencies with proof (e.g. doctor's slip).

Student Responsibility

For this class, you are expected to spend seven to eight hours each week on coursework:

- Check KSU email regularly;
- Login D2L course website frequently to access the course material (at least every other day);
- Follow the weekly study guide in the learning module;
- Study the assigned material such as virtual lectures, textbook chapters and the PowerPoint slides;
- Complete assigned quiz/assignment/discussion/project on time.

Tips for Effective Online Learning

For an online class, students can really enjoy the benefits of learning at you own pace and at the place of your choice. Below are some tips for effective online learning.

- *Check D2L course website frequently.* It's recommended that students should login D2L course site **AT LEAST** every other day. Always be aware of current status of the course. Take advantage of the posted learning material such as recorded lectures.
- *Work with the instructor closely.* If you have any question, contact the instructor immediately. You can either email or text me and your message is guaranteed to be replied within 12 hours.
- *Start your work early.* If you can start a task early, don't start late. Assuming you spend the same amount of time completing the task, starting later will be much more stressful than starting early. Never start until the last minute! You'll have no turnaround time if you need help or something happens.
- *Keep up with the work.* Don't fall behind. If you do, contact the instructor immediately for what you need to do. The instructor may also contact you if he is concerned. Respond to the instructor's inquiry promptly.

Class Communication Rules

In any classroom setting there are communication rules in place that encourage students to respect others and their opinions. In an online environment, the do's and don'ts of online communication are referred to as **Netiquette**. As a student in my course you should:

- Be sensitive and reflective to what others are saying.
- **Avoid typing in all capitals** because it is difficult to read and is considered the electronic version of 'shouting'.
- Don't flame - These are outbursts of extreme emotion or opinion.
- Think before you hit the post (enter/reply) button. You can't take it back! Don't use offensive language.
- Use clear subject lines.
- Don't use abbreviations or acronyms unless the entire class knows them. Be forgiving. Anyone can make a mistake.
- Keep the dialog collegial and professional, humor is difficult to convey in an online environment.
- Always **assume good intent** and **respond accordingly**. If you are unsure of or annoyed by a message, wait 24 hours before responding.

Institutional Policies

- [Federal, BOR, & KSU Course Syllabus Policies](#)
- [Academic Integrity Statement](#)
 - Examples of violation of academic integrity: 1) copy from others or from Internet; 2) allow others to copy your work; 3) use other's help or help other in completing the quizzes or exams.
 - The first violation of academic integrity, the student will immediately receive 0 for the associated grading item. For the 2nd violation, the student will receive a fail grade for this course.

Student Resources

This link contains information on help and resources available to students: [KSU Student Resources for Course Syllabus](#)