

New Course Announcement: What Do The Following Products All Have In Common?



Answer: They Were All Created By Intrapreneurs

"The Macintosh team was what is commonly known at intrapreneurship... A group of people going, in essence, back to the garage, but in a large company." -Steve Jobs 1985

ME4803/ME8803 – Engineering-Based Intrapreneurship

1. Demonstrate an understanding of Engineering-based Intrapreneurship through identification and analysis of **technology-based opportunities**.
2. Understand and apply multiple ideation techniques, **emerging technology impacts, and new business models** to generate new business opportunities.
3. Understand and **analyze key financial reports** and metrics for publicly traded companies such as Balance Sheet, Income Statement, and Cash Flow Statement. Apply **start-up financial framework to new ideas** using company specific financials and metrics to value the idea and force-rank the opportunity against other options (NPV).
4. Model their idea in Excel and demonstrate their ability to use sensitivity analysis. Construct a **compelling business case** and learn **how to gain approval within a corporate setting**.
5. Create a **Minimal Viable Product (MVP)** for one or more prototype business theses.
6. Learn different approaches for **staffing and leading a team** executing a successful start-up organization.
7. Open to Junior, Senior, and Graduate Students in the College of Engineering

Professor of the Practice – Mike Tinskey
<https://www.linkedin.com/in/Mike-Tinskey>