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 though 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

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