## Technical Entrepreneurship Program

The Technical Entrepreneurship (TE) program helps students develop the entrepreneurial mindset needed to create, refine and commercialize new products and services, whether in an established company or a start-up. Students enrolled in TE courses learn by experiencing the idea-to-venture process in an education environment that is hard-wired to support the development of novel, innovative, and commercially-viable technologies. The TE programs are based on our 20 years of experience with Lehigh’s award-winning Integrated Product Development (IPD) program. In 2012 IPD was recognized by the National Academy of Engineering for providing real-world entrepreneurial experiences to our students. In 2015 the IPD named courses were replaced by TE 211 and TE 212.

### TE Undergraduate Program

At the undergraduate level the technical entrepreneurship program offers introductory skill building courses, such as TE 250: Creativity Methods, and TE 304: Software Ventures, as well as capstone projects courses such as TE 211/212: Capstone Design Projects I/II. While the capstone projects courses satisfy ABET requirement for many engineering majors, TE 211/212 are open to all junior level students from any undergraduate major.

#### UNDERGRADUATE TE COURSES

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### Graduate TE Program: See Masters of Engineering in Technical Entrepreneurship

Professor Of Practice. Marsha Wender Timmerman, MS (Rutgers University)

#### Courses

**TE 211 Capstone Design Projects-1 3 Credits**

Students work in cross disciplinary teams on concept design projects with realistic constraints including marketing, financial and economic planning, and economic and technical feasibility including industrial, business and engineering standards for new products. Teams typically work on projects from industry or entrepreneurial start-ups. Oral presentations and written reports.

**TE 212 Capstone Design Projects-2 2 Credits**

Students work in cross disciplinary teams students on the detailed design, including fabrication and testing of a prototype following industrial, business and engineering standards for the new products or processes designed in Capstone Design Experiences-1. Additional deliverables include a detailed production plan, marketing plan, and base-case financial models. Teams typically work on projects from industry or entrepreneurial start-ups. Oral presentations and written reports.

**Prerequisites**: TE 211

**Attribute/Distribution**: ND

**TE 250 (ENTP 250) Systematic Creativity Techniques 3 Credits**

ENTP 250/TE 250 – Systematic creativity methods including anthropological research, painstorming, bisociation, the Kano model, trimming technique, DeBono’s Six Hats technique, biomimicry, lateral benchmarking, Blue Ocean Strategy, & the art of tinkering, along with other innovation methods. This course includes hands-on labs, individual & team projects, & the creation of a creativity portfolio. Open to students in any college and major. (ND).

**Attribute/Distribution**: ND

**TE 301 Creativity and Systematic Innovation Methods 3 Credits**

Creativity methods, anthropological research, painstorming, bisociation, the Kano model, axiomatic design, the trimming technique, parameter analysis, decomposition, nonlinear design, Taguchi’s method, DeBono’s Six Hats technique, biomimicry, TRIZ, lateral benchmarking, Blue Ocean Strategy, the art of tinkering and other innovation methods. Hands-on labs, individual and team projects.

**Prerequisites**: ENGR 010 or CSE 002 or BIS 111

**TE 310 (ME 310) Directed Study 1-3 Credits**

Directed study to support the capstone projects. Consent of the Technical Entrepreneurship program director is required.

**Repeat Status**: Course may be repeated.

**TE 400 Technical Entrepreneurship Projects 1 1 Credit**

An introduction to technical entrepreneurship projects, customer discovery in selected industry segments, research of target technologies, industries and markets.

**TE 401 Integrated Product Development (IPD) Process -1 3 Credits**

An integrated and interdisciplinary approach to engineering design, concurrent engineering, design for manufacturing, industrial design and the business of new product development. Topics include design methods, philosophy and practice, the role of modeling and simulation, decision making, risk, cost, material and manufacturing process selection, platform and modular design, mass customization, quality, planning and scheduling, business issues, teamwork, group dynamics, creativity and innovation. Case studies and semester-long team projects.

**TE 402 Integrated Product Development (IPD) Process-2 3 Credits**

Continuation of TE 401, the parallel development of the product, the development of the marketing and manufacturing system, manufacturing and marketing launch, sales, service and customer support. Case studies and semester-long team projects.

**Prerequisites**: TE 401

**TE 403 Entrepreneurial Startup Process-1 3 Credits**

Key aspects surrounding company startups, including feasibility analysis, business model development and evaluation, formation of new venture teams, financial forecasts, sources of financing. Readings, financial templates, live case studies and guest entrepreneurs.
TE 404 Entrepreneurial Startup Process-2 3 Credits
Continuation of TE 403, integration of key business components to
form and launch your venture: industry analysis, marketing plan and
sales strategy; mobilization of the new venture team; operations,
including space, legal and insurance consideration; and financial
management. Selected topics related to respective venture types
(i.e. social entrepreneurship, family business, franchising, immigrant
entrepreneurs). Lectures, workshops and guest entrepreneurs.
Prerequisites: TE 403

TE 405 Entrepreneurial Startup Projects-1 1 Credit
Applying the concepts and processes developed in parallel with TE
403. Developing your business platform including business model,
start-up team, and financial plan to launch and grow your venture.
Prerequisites: TE 400

TE 406 Entrepreneurial Startup Projects-2 3 Credits
Applying the concepts off entrepreneurial startup process, building
upon the business model, entrepreneurial team and financing plan
developed in TE 405. Developing a comprehensive business plan and
investor's pitch, finalize the steps necessary to launch the company
and start operations.
Prerequisites: TE 400 and TE 405

TE 407 Intellectual Property (IP) Creation and Management 2
Credits
Intellectual property issues: confidentiality, nondisclosure, agreement
not to compete, founders agreements, patents, copyrights,
trademarks, trade secrets both domestic and international.

TE 450 Special topics 1-3 Credits
An intensive study of some aspect of technical entrepreneurship not
covered in other general courses. Consent of the program director is
required.
Repeat Status: Course may be repeated.

TE 461 Integrated Product Development (IPD) Projects-1 1 Credit
Technical and economic feasibility study of new products. Selection
and content of the project is determined by the faculty project adviser
in consultation with the student, progress and final reports, oral and
posters presentations. Consent of the program director and faculty
project adviser required.
Prerequisites: TE 401 and TE 302 and TE 303

TE 462 Integrated Product Development (IPD) Projects-2 3
Credits
Detailed design specification, fabrication, building and testing
prototype new products and plan for production, selection and
content of the project is determined by the faculty project advisor
in consultation with individual students or student teams. Progress
and final reports, oral and poster presentations. Consent of program
director and faculty project adviser required.
Prerequisites: TE 461 and TE 402