

TECHNOLOGY MANAGEMENT FOR UNDERGRADS

In today's increasingly competitive business environment - shortened product life cycles, global competition, increased market segmentation, re-structured industry value chains -- there is a critical need for men and women with a passion for technology to understand their firm's business models and contribute to the successes of their organization. The Technology Entrepreneurship Certificate is a unique educational opportunity for students to get a targeted, powerful business education. This education adds a distinction to their education experience which few other students, technology or otherwise, will match.

The Technology Entrepreneurship program helps prepare students to enter the business world with the knowledge and application of balance sheets, income statements, discounted cash flows, capital budgeting, opportunity recognition, market segmentation, target marketing and sales, IP management, business planning, public speaking, team work, and leadership. Our goal is to have Technology Entrepreneurship students be more attractive to technology corporations and start-ups, to enter with higher initial salaries, and to advance more rapidly because of their increased knowledge and capabilities.

FAQs

What is the Technology Management Program?

Technology Management is a unique business education program within one of the world's leading colleges of engineering, UC Santa Barbara. The program is designed to give technology students, through course work and practical experience, a leading edge on business practices and entrepreneurship in technology-based companies and to help non-technology students a step up in entering one of the world's leading technology companies.

Do I need to be enrolled in the Program to take classes?

No. As long as you are a current student at UCSB, you can take single courses for enrichment. The Technology Management program allows students the versatility to gain insight into a select area of business or to gain expertise in technology management.

What is the Technology Entrepreneurship Certificate?

Students who are concurrently pursuing a BS, BA, MA or PhD can take a series of core business management/ entrepreneurship courses as well as participate in a student organization whose mission involves technology, business or entrepreneurship and receive a certificate in Technology Entrepreneurship.

Who should consider the

"Technology Entrepreneurship Certificate"?

Students seeking careers in today's and tomorrow's leading technology companies should apply. Undergraduate and graduate students from the sciences, engineering and liberal arts with a passion for new challenges can join together in the Technology Management Program. This exciting new educational program features cutting edge curriculum, team based interdisciplinary projects, and the resources of one of the world's leading technology colleges.

Enrichment Opportunities

At any time, students are encouraged to take advantage of the many real-world activities offered by the program.

- Technology Management Lecture Series
- Entrepreneur at the Table (EAT)
- Leaders in Innovation Series
- New Venture Competition
- New Venture Forum
- TMP Mentorships



UNDERGRAD COURSES

Class	Units	Title
ENGR 102A	1	Professional Seminar
102B	1	in Technology
102C	1	Management
ENGR 185A	4	The Art of the CEO: Business Skills for Future Leaders
ENGR 185B	4	New Venture Creation: Entrepreneurship
ENGR 185C	4	Business Planning for New Technology Ventures
ENGR 185D	4	New Product Development
ENGR 185F	4	Asia: New Opportunities for Technology Businesses
ENGR 191A	2	Entrepreneurial Marketing
ENGR 191B	2	New Venture Finance
ENGR 191C	2	So you want to be a Technology Manager?
ENGR 191D	2	New Venture Feasibility Clinic
ENGR 191E	2	Project Management and Managing Operations
ENGR 191G	2	Legal and IP Issues in New Ventures
ENGR 191H	2	Launch Pad: Critical Issues to Business Career Success
ENGR 191I	2	Selling High Tech Products
ENGR 191L	2	Asian Technology Business Practices
ENGR 192A	2	Entrepreneurial Opportunities in Healthcare and Life Sciences
ENGR 192B	2	Designing Solutions for Healthcare and Life Science Opportunities
ENGR 192C	2	Critical Issues in Early Stage Healthcare and Life Science Companies
ENGR 193A	2	Entrepreneurial Opportunities in IT and Telecom
ENGR 193B	2	Designing Solutions for IT and Telecom
ENGR 193C	2	Critical Issues in Early Stage IT and Telecom Companies
ENGR 194A	2	Entrepreneurial Opportunities in Energy and Sustainability
ENGR 194B	2	Designing Solutions for Energy and Sustainability
ENGR 194C	2	Critical Issues in Early Stage Energy and Sustainability Companies

Please visit
www.tmp.ucsb.edu/curriculum/schedule.html
 for a current list of classes.

Technology Entrepreneurship Certificate (TEC)

Objectives

- To educate students to be successful management-level employees or entrepreneurs within a technology-based company.
- To introduce the students to an exceptional group of local, regional and national leaders in technology management and entrepreneurship as a basis of a strong network.

Certificate Program Structure

Students are expected to complete 15 credits in a one to two-year sequence. TEC students must be a member of a student organization whose mission involves technology, business or entrepreneurship, participate in its activities as well as attend the public programs of the Technology Management Program.

BUSINESS FUNDAMENTALS 4 units

ENGR 185A: The Art of the CEO: Business Skills for Future Leaders

or

ENGR 191A: Entrepreneurial Marketing AND ENGR 191B: New Venture Finance

TECHNOLOGY COMMERCIALIZATION 4 units

ENGR 185B: New Venture Creation: Entrepreneurship

or

ENGR 185D: New Product Development

ELECTIVES 4 units

Any combination of TMP courses to total at least 4 additional units

ENGR 102 A, B, C SEMINAR LECTURE SERIES 3 units total

ENGR 102 A,B,C Professional Seminar in Technology Management (Offered in Fall, Winter & Spring)