

African-American Literature

ENGL-2376

Spring 2022 Section 00 3 Credits 03/21/2022 to 05/10/2024 Modified 03/18/2024

Description

An evolutionary process perspective of how technology (scientific, engineering, IT) strategy contributes to launch an innovation. Topics discussed include technological competences and capabilities, sources and patterns of innovation, creativity, innovation processes, collaborating, and market entry dynamics. This course will cover content relevant to both entrepreneurial enterprises and large corporations developing technological innovations. Case-based learning and a final project will be employed in the course.

Requisites

Prerequisite: MGMT 1000 or permission from the instructor.

Objectives

This course is designed to expose you to the basic concepts and language of contemporary entrepreneurship. A primary objective of this course is to encourage entrepreneurial thinking and enable you to evaluate your personal prospects for entrepreneurship.

Through the online class settings, the assigned text, readings and illustrative cases, you will be exposed to the theories, concepts and techniques of entrepreneurship. Specifically, we will cover:

- What it means to be an entrepreneur.
- The process of creating and starting the venture.
- How to identify sources of financing for your business venture.
- The challenges associated with the venture implementation.

Outcomes

Upon the successful completion of this course, the student will be able to:

1. Survey and discuss the differing but complementary ways that innovations can impact on small business and entrepreneurial ventures;

2. Implement appropriate innovation processes within an organization;
3. Evaluate the market potential of an invention;
4. Evaluate and recommend the best course of action to emerge from a technology adoption chasm;
5. Analyze technology strategy; and
6. Develop a viable technology strategy for a firm.

Materials

The Norton Anthology of African American Literature, Vols 1 & 2

Author: Henry Louis Gates, Jr., and Valerie Smith, eds

Publisher: Norton

Edition: 3rd

ISBN: 978-0-393-91155-8

Both volumes.

Merriam-Webster Dictionary, online

ISBN: www.m-w.com

Handbook with Grammar, Punctuation, and current! MLA Documentation

Author: Your Choice

Publisher: Your Choice