Winter Session 2015: Online Course (January 2-17, 2015)

HADM 4180/HADM 6180: Technology for Bootstrapped Entrepreneurship

Dr. Mona Anita K. Olsen (olsen@cornell.edu)
3 Credits, Letter Grade Only, no prerequisites

Section 1:
Highlight the difference between using technology for entrepreneurship versus innovation and how this impacts entrepreneurship as a discipline and the hospitality industry.

Section 2:
Translate service delivery points from various stakeholders into technology needs assessments.

Section 3:
Illustrate a service delivery plan using cloud-based technology.

Section 4:
Examine cloud-based technical resources available for bootstrapped entrepreneurial ventures.

Section 5:
Evaluate cloud-based technical resources in relationship to technology needs and service points.

Section 6:
Create a technology plan for a specific entrepreneurial venture given an established budget and communicate the technology plan publicly and in writing in multiple formats for different stakeholder groups.