

# **ENTR 3400 BUSINESS ESSENTIALS FOR TECHNOLOGY ENTREPRENEURS I**

**ENTR 3400 3.0****FALL****FACULTY: Schulich School of Business****INSTRUCTOR: Narbe Alexandrian**

## **COURSE OVERVIEW**

This course has three modules:

1. Organizational Behaviour: develops skills/knowledge of leadership, teamwork, negotiations and motivation;
2. Marketing: presents marketing strategy fundamentals;
3. Operations Management: reviews business processes to maximize supply under resource constraints.

## **COURSE FACULTY**

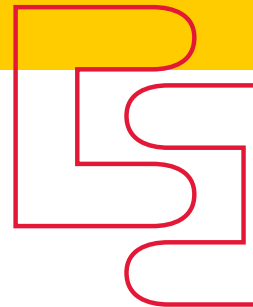


**Narbe Alexandrian** is the former president & CEO of RIV Capital Inc. He is a tentured venture capitalist with a strong financial and strategic management background working with venture funds, public/private companies, private equity firms, and pension funds within the cannabic, technology, media and telecommunications (TMT) and retail segments. Narbe is currently a Seasonal Instructor at the Schulich School of Business, teaching technology entrepreneurship and venture capital within the undergraduate and MBA programs to Lassonde and Schulich students. He holds a Bachelor of Business Administration degree from the Schulich School of Business at York University and is a Chartered Professional Accountant.

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More details: [\*www.bestlassonde.ca/BESTCertificate\*](http://www.bestlassonde.ca/BESTCertificate)





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### COURSE MODULES



#### Organizational Behaviour

Learn and practice the skills and behaviours associated with leadership of self, employees and teams, by developing an appreciation for authenticity, character and emotional intelligence in communication leadership and team participation.

#### Marketing

This module further examines strategy and entrepreneurship including the concepts of disruptive innovations and marketing. During the first part of the session, the importance and implications of the technology adoption life cycle are examined.

#### Operations Management

The Operations Management Module aims to enable the students to organize business processes to maximize supply given the resources available to the firm. The module provides the opportunity to learn these themes through readings, lectures, live discussions and case presentations.

