GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2024-2025

Innovation Management and Entrepreneurship (I002770)

Course size *(nominal values; actual values may depend on programme)*

Credits 10.0 **Study time 300 h**

Course offerings in academic year 2024-2025

A (semester 2) English Gent

Lecturers in academic year 2024-2025

Eklinder Frick, Jens UPPSAL01 lecturer-in-charge

Offered in the following programmes in 2024-2025	crdts	offering
International Master of Science in Sustainable and Innovative Natural Resource Management	10	A

Teaching languages

English

Keywords

Position of the course

Innovation processes shape both society and nature. How can people such as yourself be involved in this shaping? That is a question to which this course attempts to give some answers. Through the course, you build a good understanding of the principles behind innovation management. The focus is on two settings where you might find yourself after you graduate, namely, larger established companies and small start-up entrepreneurial companies.

Contents

The various steps in a business development process based on technological (innovative) ideas or new, internal or external, research results. The course discusses the challenges put on management and founders in a research-intensive company. In addition, obstacles and opportunities in bringing a new product to the market are discussed and analysed. The course focuses both on R&D and innovation processes in established, larger organisations and in small entrepreneurial start-ups. Besides theoretical knowledge of innovation processes, methods for practical project management are identified and described.

The course includes the following elements:

* Business concept, business plan, business development
* Early market development
* Financing R&D and new venture development in different business contexts
* Requirement for management in different situations in business
* Reward systems in knowledge-intensive companies
* Strategic alliances
* Intellectual property rights (IPR) and its role in research-based development projects
* R&D and innovation management in companies active within biotechnology and natural resource management

Initial competences

130 credits, which of 90 credits in science/engineering, including 10 credits at second cycle.
Proficiency in English equivalent to the Swedish upper secondary course English 6.

Final competences

1 The overall objective of the course is that the student should get a good understanding of the principles behind research and development (R&D) and Innovation management in large established companies as well as in small entrepreneurial companies. The focus is on companies active within biotech and natural resource management.

On completion of the course the student should be able to:
• analyse and value different business development processes,
2 • describe the challenges and requirements put on management, board members and share holders in different development situations,
3 • account for and value the importance of a business plan, how it is designed and applied on a technical development idea,
4 • plan and implement a buisiness development project in a team,
5 • describe and discuss the fundamentals of intellectual property rights and legislation, value and comment its importance for companies in different development stages, particularly in companies active within biotech or natural resource management,
6 • reason and critically value different conditions under which an technical business idea can be developed into an innovation.

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture, Independent work

Extra information on the teaching methods

Weblectures, home assignments, workshops, project work and guest lecture(s).

Study material

None

References

Schilling, Melissa A., Strategic management of technological innovation, Fifth edition., 2017
Articles and other texts to be distributed by teachers

Course content-related study coaching

Assessment moments

end-of-term and continuous assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment, Assignment

Examination methods in case of periodic assessment during the second examination period

Written assessment, Assignment

Examination methods in case of permanent assessment

Presentation

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

Written exam (7 credits). Written presentations of the project (3 credits).

If there are special reasons for doing so, an examiner may make an exception from the method of assessment indicated and allow a student to be assessed by another method. An example of special reasons might be a certificate regarding targeted pedagogical support from the disability coordinator of the university.

Calculation of the examination mark

The course examination consists of one written exam (7cr) and oral and written

presentations of the project (3 cr). In order to pass the course, passing the exam and project presentations as well as prescence at all mandatory seminars are required.