

## Innovation Management and Entrepreneurship (I002770)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

**Credits** 10.0      **Study time** 300 h      **Contact hrs** 90.0h

**Course offerings in academic year 2021-2022**

A (semester 2)      English      Gent

**Lecturers in academic year 2021-2022**

Eklinder Frick, Jens      UPPSAL01      lecturer-in-charge

**Offered in the following programmes in 2021-2022**

	crdts	offering
<a href="#">International Master of Science in Sustainable and Innovative Natural Resource Management</a>	10	A

**Teaching languages**

English

**Keywords**

**Position of the course**

The overall objective of the course is that the student should get a good understanding of the principles behind R&D and Innovation management in, especially, large established biotech companies, but also in small start-up entrepreneurial companies and with a special focus on academic spin-out companies.

**Contents**

The course covers the various steps in a business development process based on technological (innovative) ideas or new, company-internal or -external, research results. The course discusses the challenges put on management and founders a research-intensive company. In addition, obstacles and opportunities in bringing a new product to the market are discussed and analyzed.

The course has a focus on R & D and innovation processes in an established, larger company, but also the start-up, entrepreneurial enterprise development problems are covered. Besides theoretical knowledge of innovation processes, the fundamentals of practical project management are taught. The course is a mixture of lectures, seminars, tutorials and limited project assignments.

The course is conducted in close cooperation with experienced entrepreneurs, venture capitalists and business developers who share their experiences from business development in practice.

The course includes the following elements:

- Business mission, business plan, business development
- Early market development
- Financing R&D and new venture development in different business contexts
- Requirements for management in different phases of business and organization development
- Reward systems in knowledge-intensive companies
- Strategic alliances and partnering
- Intellectual property (IPR) and its role in research-based development projects
- R & D and innovation management in the biotechnology industry

**Initial competences**

**Final competences**

- 1 able to: describe the different steps in a business development process

- 2 able to: describe the requirements and responsibilities put on management, board members and share holders in different development situations
- 3 able to: briefly analyze a market situation (as input for business development activities)
- 4 able to: define resource needs and obstacles in the early business development
- 5 able to: formulate a business plan based on a technology based business idea
- 6 able to: in groups to plan and implement a development project
- 7 able to: describe the fundamentals of intellectual property rights and legislation, particularly in the biotech industry

**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

**Extra information on the teaching methods**

Lectures. Seminars. Design work and prepared case studies. An important feature is the guest lectures by representatives of the biotech industry.

**Learning materials and price****References****Course content-related study coaching****Assessment moments****Examination methods in case of periodic assessment during the first examination period**

Report, Written examination

**Examination methods in case of periodic assessment during the second examination period****Examination methods in case of permanent assessment****Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

**Extra information on the examination methods**

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.

**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.