

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 2023-2024

A (semester 2)

English

Gent

Lecturers in academic year 2023-2024

Eklinder Frick, Jens

UPPSAL01 lecturer-in-charge

Offered in the following programmes in 2023-2024

[International Master of Science in Sustainable and Innovative Natural Resource Management](#)

crdts

10

offering

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 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.

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

Final competences

- 1 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,

(Approved)

- 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 business 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).

Learning materials and price**References****Course content-related study coaching****Assessment moments****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**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 presence at all mandatory seminars are required.