**Module title**
Innovation and Technology Entrepreneurship

**Module code**
t.b.a.

**Level**
t.b.a.

**Hours per week**
4

**ECTS credits**
5

**Duration**
3 weeks block course + virtual lectures

**Module instructor**
Prof. Dr. Marcelo Machado, Kwantlen Polytechnic University, Vancouver, Canada

**Lecture type**
Blended with online resources, activities and discussion with block course workshop.

**Prerequisite(s)**
Basic knowledge in Business Administration for Informatics Students/Engineers

**Grading**
Assignment

### Objectives:
Students will learn how to manage innovation using formal processes, frameworks and tools. They will study the latest innovation management approaches in the areas of design of innovation strategies, stimulation of creativity and harnessing of technologies, development of goods, services and processes, business model innovation, and measurement of innovation performance. Students will be given the opportunity to develop an innovative idea for a technology-based business into a business plan that can be presented to investors or senior managers.

### Content:
A student who completes this course will have demonstrated the ability to:
- Formulate innovation strategies and include innovation goals and objective in line with current and future market opportunities.
- Apply innovation processes, models and tools to three types of innovation: product-related (goods and services), process-related and organizational (business model innovation).
- Employ Design Thinking as a framework in combination with multiple creativity-enhancing tools and techniques.
- Employ both business model and value proposition assessment tools to evaluate the likelihood of technical and commercial success of new product, process, and business concepts.
- Employ widely accepted financial tools to evaluate the economic feasibility of projects.
- Understand and employ Agile as a project management framework.
- Develop, refine, and present a typical startup business plan.
- Employ various decision-making and problem-solving tools.
- Develop team-working, time-management, communication, and business presentation skills.

### Syllabus in weeks:
1. Introductions (30s Elevator Pitch), Course Expectations, Q&A
2. Design Thinking Introduction
3. Entrepreneurial Creativity Tools 1
4. Entrepreneurial Creativity Tools 2
5. New Product / Service Development 1
6. New Product / Service Development 2
7. Creating New Ventures / Business Models and Capturing Value
8. Value Proposition and Business Model Canvas
9. Business Concept Presentations
10. Business Incubators and Accelerators
11. Angel, VC, And Other Funding Sources.
12. How to Present A Startup Pitch?
13. Final Project Submission (Video Submission)

### Textbook/teaching material

Collection of Journal Articles & Relevant Industry Articles to be added as needed.
Gemeinsam noch stärker:
Die OTH Regensburg und die OTH Amberg-Weiden sind Kooperationspartner im Hochschulverbund Ostbayerische Technische Hochschule.