



2.4.4 Start-Up Companies

Lecturer	<ul style="list-style-type: none"> Prof. Dr. Orestis Terzidis
Contents	<ul style="list-style-type: none"> This course introduces the fundamentals of Academic Entrepreneurship and its building components. It starts with an introduction to the principles of Entrepreneurship focusing on an academic environment. The lecture covers the topic of looking at research with different eyes, identifying market opportunities, strategic product development and how to protect innovation. It will describe the customer development process from discovery, validation, business creation to successful operation and growth. As main part we apply the knowledge of business modeling / planning to create a first draft of a business model, preferably based on course participants' ideas. It will also cover the main topics of technology marketing and product strategy.
Course Objectives	<ul style="list-style-type: none"> The main objective is to explain and illustrate the core concepts of Entrepreneurship, specifically considering an academic/scientific environment. Furthermore, students will learn the process of identifying opportunities and the possibilities to protect technological innovations. In the practical part of the session, the participants learn more about the creation process for a business model. The seminar will stress hands-on experience.
Learning Targets/ Skills	<ul style="list-style-type: none"> Participants will understand the basic concepts of Entrepreneurship will be able to describe the process of identifying opportunities as well as the possibilities to protect a technological innovation will be able to create a business plan for a technological opportunity will be able to apply the customer development process will understand the importance of synchronizing the product knowledge with the market knowledge
Pre-Requisites	<ul style="list-style-type: none"> We expect students to have a master degree in science or technology, including industrial engineering; basic of business administration helps, but is not necessary.
Teaching Method	<ul style="list-style-type: none"> The course combines interactive lectures with case studies and hands-on exercises. Select media will be used where necessary.
Course Material	<ul style="list-style-type: none"> All slides presented in class will be provided to students. Case study reading material will be distributed upfront the module.
Literature	<ul style="list-style-type: none"> Melissa Schilling: Strategic Management of Technological Innovation Wolfgang Runge: Technology Entrepreneurship, to appear in KIT Press Eric Ries: The lean Start-up Steve Blank and Bob Dorf: The Startup Owner's Manual Scott Shane: Academic Entrepreneurship Peter F. Drucker: Innovation and Entrepreneurship Diverse Case Studies