

Department	09 Engineering and Management	
Course title	Innovation, Product Development & Technology Entrepreneurship	
Hours per week (SWS)	3	
Number of ECTS credits	4	
Course objective	<p>Competence Level 2 „Understand“:</p> <ul style="list-style-type: none"> • Incremental/ Radical Innovation. • Sustainable / Disruptive Innovation. • Reframing / Blue_Ocean Strategies. <p>Competence Level 3 „Apply“:</p> <ul style="list-style-type: none"> • Delivering a start up pitch • Design Thinking. • 4 Actions Framework. • Business Model Canvas <p>Competence Level 4 „Analyse“:</p> <ul style="list-style-type: none"> • Feasibility Analysis. • Financial Models. • Business Plan/ Business Case 	
Prerequisites	None	
Recommended reading	BESSANT John, TIDD J, 2015, Innovation and Entrepreneurship, 3rd. ed. Chichester, John Wiley & Sons, ISBN 978-1118993095	
Teaching methods	Semir-like lecture, excercises	
Assessment methods	modA	
	- report (10 - 20 pages)	50%
	- presentation (10 minutes)	50%
Language of instruction	English	
Name of lecturer	Marcelo Machado, Ph.D.	
Email		
Link		
Course content	<ul style="list-style-type: none"> • The innovation imperative, innovation strategies & creativity. • Product concept and value proposition. • NPD decisions & process • Incubators, accelerators and the start up ecosystem • Innovative product or service, the business case 	
Remarks	<p>Attendance time: 45 hours Private study, exam preparation: 75 hours</p>	