

Innovation Management, Entrepreneurship and IPR (I002193)

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

Credits	10.0	Study time	300 h	Contact hrs	90.0 h
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Course offerings in academic year 2018-2019

A (semester 2)	English
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Lecturers in academic year 2018-2019

Lindström, Göran	UPPSAL lecturer-in-charge
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Offered in the following programmes in 2018-2019

	crdts	offering
International Master of Science in Sustainable and Innovative Natural Resource Management	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

Lecture, seminar

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

Evaluation methods

Examination methods in case of periodic evaluation during the first examination period

Written examination, report

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

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 presence 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 presence at all mandatory seminars are required.