

Project Management, Entrepreneurship and Intellectual Property (O000151)

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

Credits 4.0 Study time 108 h Contact hrs 48.0 h

Course offerings and teaching methods in academic year 2019-2020

A (semester 2)	English	lecture	30.0 h
		group work	6.0 h
		guided self-study	12.0 h

Lecturers in academic year 2019-2020

Sas, Benedikt	LA07	lecturer-in-charge
Gellynck, Xavier	LA01	co-lecturer

Offered in the following programmes in 2019-2020

	crdts	offering
Bachelor of Science in Environmental Technology	4	A
Bachelor of Science in Food Technology	4	A
Bachelor of Science in Molecular Biotechnology	4	A

Teaching languages

English

Keywords

Management, strategy, business plan, financials , marketing & sales, operations, investment analysis, entrepreneurship, innovation, R&D, patent and intellectual property.

Position of the course

The course aims to provide students insights in the functioning of an enterprise. Hereby, the different sub aspects of an enterprise are covered. The theoretical basis is enforced by exercises and practical evidence. Further, innovation and Intellectual Property are of crucial importance to the current economy, industry and the sustainability and growth of enterprises. This introduction will cover the basic principles of Intellectual Property, which will provide the students a preliminary insight on how industry approaches innovation and Intellectual Property.

Contents

Each part covers theory and exercises/applications:

Management and Entrepreneurship

1. Innovation and creativity
2. Strategy and planning process
3. R&D and management
4. Project management and portfolio management
5. Marketing plan and sales plan
6. Operational management
7. Financial management (cost calculation, balance sheet, P&L, ratios,..)
8. Investment analysis
9. Human resources and leadership

Intellectual property

An overview on innovation and R&D will be given in order to situate the important aspect of IP in the total process. This course will provide a preliminary answer to questions such as:

1. What is IP?
2. What is Freedom to Operate?

3. How do I develop and identify new IP?
4. How can I protect new IP?

Initial competences

General economics and maths/calculus (Bachelor level) .

A dynamic and creative researcher who wants to know how novel his/her ideas actually are and if indeed novel, how these ideas/technology/products can be protected. Young scientists who are considering a career in industry.

Final competences

- 1 After having followed the course students are expected to;
 - Have knowledge of management principles and techniques used in enterprises

- 2 - Have a basic understanding about how industry manages innovation, research and development, and more in particular Intellectual Property.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, lecture: plenary exercises

Learning materials and price

-Syllabus "Inleiding tot Ondernemerschap" - "Introduction to Corporate Management" by Prof. Xavier Gellynck and Prof. Benedikt Sas.

-the book: Sas, B.; Jacobs, P.; De Vocht, S. "Intellectual Property and Assessing its Financial Value", Chandoz/Elsevier, Kidlington UK, **2014**. (ISBN 978-1-84334-792-7 or 978-1-78063-475-3)

-slide decks of the different modules-

References

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Course content-related study coaching

Evaluation methods

end-of-term evaluation

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

Written examination with multiple choice questions

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

not applicable

Calculation of the examination mark