

Group: IMTH

Degree: Master

Course: Innovation Entrepreneurship

1. Credits: 3

2. Grade & Semester: Second year, second semester

3. Prerequisites: N/A

4. Course objectives:

This course aims to prompt students to think critically and creatively about the nature of business opportunities, resources, and industries. The course further describes the processes by which innovation is fostered, managed, and commercialized as well as identifying new business opportunities in the environment, whether by recognition, development, or creation. Moreover, the course aims to teach students how to effectively and efficiently evaluate the potential of new business opportunities, assess the market potential for a new venture, including customer needs, competitors and industry attractiveness as well as developing a business model for a new venture, including revenue, margins, operations, working capital, and investment and developing pro forma financial statements that reflect business model decisions, which can be used to determine future funding requirements. Students will be required to write a clear, concise and compelling business plan for a new venture, identify appropriate sources of financing for an entrepreneurial business plan, develop a compelling sales pitch to acquire the financing necessary to a new venture, explain the operational implications of common terms and conditions for early-stage investment deals and finally describe the process by which new ventures are created and launched.

5. Course description/outline:

This course will aid students in acquiring the knowledge and skills needed to manage the development of innovations, to recognize and evaluate potential opportunities to monetize these innovations, to plan specific and detailed methods to exploit these opportunities and to acquire the resources necessary to implement these plans. Topics include; entrepreneurial thinking, innovation management, opportunity spotting and evaluation, industry and market research, business strategy, business models and business plans, financial forecasting and entrepreneurial

finance, pitching to resource providers and negotiating deals and launching new ventures.