

Course Descriptions Bachelor 2023-2024

Course Title Commercialising Science and Technology
Course Code BENC2003
ECTS Credits 5,0
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	5-2-2024	28-3-2024	X		X		L

Level no level
Coordinator Carla Do Rosário Costa For more information:c.costa@maastrichtuniversity.nl

Language of instruction English

Goals Primary goal: To understand how science-based research and technological breakthroughs can be transformed into new business.
Secondary goals: [1] To develop a solid theoretical understanding of the process of market opportunity identification and evaluation in the context of new technologies. [2] To explore the frontier of current knowledge when it comes to creating value from technological inventions and managing early-stage commercialization processes. [3] To practically apply your knowledge on early stage commercialization efforts. [4] To channel back your practically acquired knowledge into theoretical conceptualizations of the entrepreneurial opportunity identification and evaluation process.

Description This course aims to help you understand how to commercialize a technology, scientific discovery, or technical product. In doing so, we will adopt a strongly entrepreneurial lens and draw from examples in entrepreneurial practice. The course is intended for students who want to leverage their technology or science background by starting their own business, extending an existing business, or gaining knowledge on technology commercialization. Through a series of practice cases, readings, activities, and sessions with instructors and peers, you examine key topics, including the economics of innovation, product development, business planning and strategy, intellectual property, and fundraising. We will also examine the human aspects of innovation, specifically the role of idea finding, location, team dynamics, roles, and challenges in starting a tech company. Finally, as an integral part of this course, you will develop an informative case study and a start-up idea for a technology of your choice. The mindset and tools learned in this course will help you one day to start your own business or to innovate successfully within a technology company.

Literature Scientific articles, business papers, podcasts, teaching cases, videos.

Prerequisites

Keywords

Teaching methods PBL / Presentation / Lecture / Assignment / Groupwork / Coaching

Assessment methods Participation / Assignment / Presentation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Bachelor Business Engineering

Year 2 Compulsory Course(s)