

## Course Descriptions Bachelor 2021-2022

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	31-1-2022	25-3-2022	X		X		L

Level no level

Coordinator Simon Kleinert For more information:s.kleinert@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 The course aims to help you understand and master core entrepreneurial challenges of turning science into products and products into businesses. We will adopt a strongly entrepreneurial lens. Meaning that we will look at important technology commercialization activities through the eyes of a potential technology entrepreneur or investor.

Literature Papers

Prerequisites

Keywords

Teaching methods Assignment / Groupwork

Assessment methods Final Paper / Participation / Assignment

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)