

MINOR INNOVATION & ENTREPRENEURSHIP (M9)



THE INNOVATION & ENTREPRENEURSHIP MINOR IS PART OF A PACKAGE THAT IS AIMED AT CREATING STUDENTS' SENSITIVITY AND COMPETENCIES FOR DEVELOPING BUSINESS ON THE BASIS OF A PRODUCT/SERVICE CONCEPT DEVELOPED AT THE UT. THIS HTHT PACKAGE CONSISTS OF TWO MINORS: INNOVATION & ENTREPRENEURSHIP(M9) AND NEW TECHNOLOGY BUSINESS DEVELOPMENT (M10).

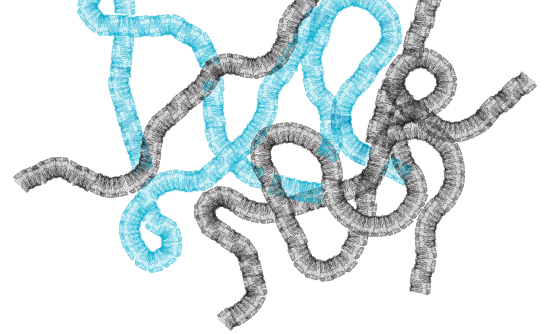
WHAT IS A HTHT MINOR?

A HTHT-minor fits within the UT profile: High Tech, Human Touch. The minor is offered in English and accessible for both national and international students. The goal of the HTHT-minor is to illuminate specific societal themes for which the UT develops High Tech Human Touch solutions. These solutions are created by conducting high-quality research. Both the form and the content of the minors are High Tech Human Touch (multidisciplinary) and are profiling for the student.

The UT offers most HTHT-minors in a coherent package of 2 (30 EC). There are also HTHT minors of 15 EC that do not belong to a package. You can choose one of these minors and combine this with one minor of a package. If possible, you can even choose 2 minors from different packages.

MINOR INFORMATION

This module starts with an introductory **Acceleration program** that sensitizes students to the dynamics of the entrepreneurial business model development for 4 days. These four days enable to solve potential deficiencies in necessary knowledge for operating in and communicating about businesses. Moreover, the acceleration program will also equip students with the knowledge and competences to develop a technology-based startup into a (successful) company. In a playful manner, participants work in multidisciplinary teams in the Acceleration program, the project as well as case work during the module. Knowledge that will be gained during the, below described courses, will be directly and practically applied in the module project. In which student teams develop a product and. or service concept into a business model. Using the lean-start up approach, students are encouraged to do field work and address secondary data, to test assumptions and claims during the development process of the business model. Consequently, the validity and feasibility of business models is continuously assessed and



“Companies that plan do better than companies that don’t”

evaluated.

To gain a thorough understanding and develop the competences to develop a business model, the minor comprises three introductory courses on entrepreneurship, innovation and financial management. All courses are characterized by a practical approach, where theory is applied to real-life problem situations.

Introduction to Entrepreneurship is about different forms and categories of entrepreneurship, the differences and commonalities between the entrepreneurial and the innovation process, as well as the jargon and conceptual basics of business disciplines like strategy, finance, marketing, and personnel and organisation.

The subject of **Innovation Management** introduces students to different forms and categories of innovation as process and as result. As a discipline, it is largely based on corporate as well as policy practice, and translated to technology-based start-up theory in order to help students understand the typical differences between large and small organizations in their strategies and resource management for commercializing new product and service ideas.

Finally, to avoid the Valley of Death pitfall, students are introduced to the basic instruments of **Financial Management of Innovative Enterprises**. Focus is on understanding and composing a balance sheet, income statement and cash flow statement as part of acquiring and managing resources to invest in and develop the technologies required to realize, evaluate and market their product/service idea.

MORE INFORMATION

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For more information about this minor and for general information about minors:
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