



MINOR NEW TECHNOLOGY BUSINESS DEVELOPMENT (M10)



THE NEW TECHNOLOGY BUSINESS DEVELOPMENT MINOR IS PART OF A PACKAGE THAT IS AIMED AT CREATING STUDENTS' SENSITIVITY AND COMPETENCIES FOR DEVELOPING BUSINESS AND STRATEGIZE WITH NEW TECHNOLOGY. THIS HTHT PACKAGE CONSISTS OF TWO MINORS: INNOVATION & ENTREPRENEURSHIP(M9) AND NEW TECHNOLOGY BUSINESS DEVELOPMENT (M10).

WHAT IS A HTHT MINOR?

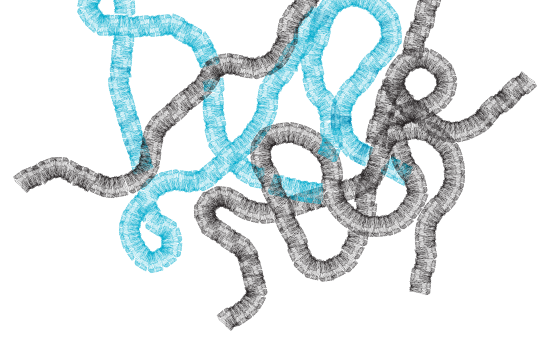
A HTHT-minor fits within the UT profile: High Tech, Human Touch. The minor is offered in English and accessible for both national and international students. The goal of the HTHT-minor is to illuminate specific societal themes for which the UT develops High Tech Human Touch solutions. These solutions 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

Over the last two decades the amount of new technologies that has been generated on IPRs (Intellectual property rights) has increased dramatically, making them the fourth production factor in economies today. However promising as they may seem, the commercialization of new technologies remains a challenge for many business and start-ups.

This minor is the more advanced part of the package that builds on the Innovation & Entrepreneurship minor in adding the subjects of intellectual property management (IPM), high-tech marketing (HTM) and innovation management (IM) including emergence of new business models. Specific for this more advanced marketing topic is the role of e.g. the new product development process and of patent licensing as a way of exploiting inventions and thereby gaining revenues without having to invest heavily in product development and manufacturing capabilities. This all will be approached from a societal and business point of view.



*"Price is what
you
pay; value is what
you get."*

The three course subjects (IPM, HTM and IM) are complemented with a business research project in which student teams conduct a feasibility study based on a real UT invented technology or an emerging technology from the regional business society based on a multidimensional assessment and scheme. These feasibility studies will form the basis for important insights and management information.

The subject of Intellectual Property Management (IPM) focusses on patents and their role in technology, such as resulting from our university. The other intellectual property rights (IPRs; trademarks and copy right) will be dealt with shortly in both IPM and HTM. IPM deals with not only legal, but also organizational, informational, commercial and financial aspects of patents and patenting in order to build a coherent strategy on generating not only costs but also revenues on them.

High-Tech Marketing deals with such topics as the role of technology standards, new technology acceptance and adoption from a societal point of view. Therefore, this minor also seeks the intersection between ethics and business.

The subjects are conventionally organised into courses that provide students with theoretical concepts and analytical models in a structured way to apply in their project and prepares them sufficiently for the individual exam.

M10 is the home base of InGenious Challenge Based Learning project

This minor is the current home base of InGenious. InGenious is open to multidisciplinary student teams how work on a real life business/societal challenges. Students who are permitted to the InGenious program will be trained in design thinking and will gain important enterprise skills which are helpful in their future

careers. Students basically learn whilst doing so the learning process is equally important as the outcome produced for the challenge provider.

InGenious is hosted by NIKOS and Novel-T staff members.

MORE INFORMATION

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For more information about this minor and for general information about minors:
www.utwente.nl/minor