

“Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation” – Peter Drucker.

MASTERCLASS INNOVATION AND ENTREPRENEURSHIP

In this masterclass, we not only introduce you to theories and frameworks relevant for innovation and entrepreneurship; we also provide a reflection space where you can discuss these ideas with peers and experts.

We start with some foundational models and thinkers (from Schumpeter to Burgelman) and complement them with insights that emerged during the last decades (user innovation, ambidexterity, open innovation, design thinking, ecosystems, ...). Not only will these ideas and models be critically assessed; you will also confront them with your own challenges...

Likewise, in the second seminar, entrepreneurship theories will be introduced: What makes you an entrepreneur? What are important entrepreneurial competences and how can you develop your entrepreneurial talents? What is the difference between entrepreneurship and intrapreneurship? What is crucial in terms of innovation and individual resilience when embarking on your entrepreneurial journey?

The third seminar features special topics in innovation and entrepreneurship with guest lectures by international academic experts on state of the art I&E essential topics linking to strategy and marketing, technology venturing, protecting innovation and so on.

This master class will be organized in the spring/summer semester and consists of three seminars of 2 days each (including 1 evening lecture per seminar). We will combine lectures with assignments in which you relate the frameworks to your own professional situation/challenges. Finally, we will invite experienced entrepreneurs/intrapreneurs who will share their experience with us, and we will visit renowned (High Tech) entrepreneurial and innovative ecosystems such as Design Lab, Kennispark Twente in Enschede, NOVELT and the High Tech Systems Park in Hengelo. Reading materials include a reader of essential publications in relevant fields, recommended textbooks and cases/testimonials.

Core teaching staff: Petra C. de Weerd-Nederhof, professor in Organising Innovation @Utwente; Bart Van Looy, professor in Innovation, Entrepreneurship and Strategy @KULeuven and Kris Vander Velpen, Lector of Entrepreneurship and Business Development @Flanders Business School.