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. This is a quick way of making students aware of the knowledge they lack and need to master for operating in and communicating about business. It also introduces in developing a technology-based start-up into a successful company. In a playful manner, participants interact in multidisciplinary teams in the Acceleration program, the project as well as case work during the module. The business planning project synthesizes knowledge to be gained from the courses described below and will be based on a product and/or service concept developed in (a) prior module(s) by someone within the venture team. A lot of fieldwork is involved using the lean start-up approach, continually testing assumptions, claims and data retrieved from secondary sources in desk research to minimize market risk and improve the concept for real-life adoption to prove a business case.

For the necessary analysis and business design work to
be done, students need additional knowledge that is offered in three introductory courses on entrepreneurship, innovation and financial management. In these courses, a decision-centred approach is taken in case teaching where - again - students work on real-life problem situations companies have dealt with in order to prepare for a properly analysed and argued decision to be made for the case proponent.

**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, valuate and market their product/service idea.

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

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**MORE INFORMATION**

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