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 business that has been generated on IPRs has increased dramatically, making them the fourth production factor in economies today. All technology-oriented curricula should transfer knowledge that explains for the proportionate increase of immaterial asset value in our corporate finance practices. The commercial effect of such corporate immaterialization is that markets for technology have grown to such an extent that they will become institutionalized in the near future and not only large companies use them, but also technology research organizations and inventive SMEs as suppliers of new proprietary technologies increasingly do so.

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) and marketing in a high-tech context (HTM). 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. The two course subjects are complemented with a business research project in which student teams study ways in which a UT invented technology can be exploited in order to support the decision whether or not to appropriate the idea. In assignment to the UT’s Business development team the business case needs to be made to legitimate expenses for patenting it as a university or suggesting other ways of diffusing the idea to innovators. For this latter group the business case has to be explored in order to make investment decisions for further commercialisation of product or service concepts the invention would be part of.

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, innovation in networks, and the new product development process as part of the open innovation context in which such issues need to be dealt with. Both these subjects are conventionally organised into courses that stage wise provide students with theoretical concepts and analytical models to apply in data gathering and use for interpretation purposes in the project work.

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

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