

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 Title of module **Project Innovation Discovery & Technology Transfer** 2023-2024

Code E.MScBA.390.OE23.E.23	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 3	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Russian <input type="checkbox"/> French - English <input type="checkbox"/> French - German - English <input type="checkbox"/> German - English	<input type="checkbox"/> English - Chinese <input type="checkbox"/> French <input type="checkbox"/> French - German <input type="checkbox"/> German
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3 Prerequisites

- The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 Skills to be gained / general learning objectives

Students write a conceptual paper about new technologies, their potential for development and possible application spectrum. The main goals are:

- Getting in touch with unknown technologies
- Interviewing experts and companies
- Researching fields of application
- Presenting the outcome (knowledge transfer)

Input on the expected content of the paper will be given at the very beginning of the project through the responsible coach of the chosen topic. The paper must respect the principles for scientific papers (see attachment).

5 Teaching and content

Entrepreneurship is an interdisciplinary field. The added value of it lies in the combination of technology and business. Therefore every entrepreneurship student should know about modern technologies and their future influence on markets.

Students are given an introduction in technology commercialization that covers the following points:

- How to work up the state of development of a given technology.
- How to identify potential applications & markets
- How to define criteria to select the top markets according to added value for the customer and market size
- How to analyze challenges related to scale-up and industrialization (serial production, Intellectual Property, potential competitors, etc.)

6 Assessment and validation methods

This ARP is taught in format of a Workshop and individual sessions for group work have to be organized within the group.

Detailed instructions are given at the beginning of the module.

A minimum physical presence of 75% and active participation during the Workshop sessions has to be accomplished.

The written paper counts for 70% of the mark, the presentation for 30%.

In case of a remediation exam, the module head informs early enough the student about the form of the exam, which can be different than the original one (e.g. only to hand in an improved written paper).

No "advanced/accelerated repetition" possible.

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7 **Reassessment requirements ***

- reassessment possible
- no reassessment
- other (please specify below)

7a **Reassessment requirements (if module is repeated) ***

- reassessment possible
- no reassessment
- other (please specify below)

other reassessment modalities

8 **Remarks**

9 **Bibliography**

Shane, Scott A. (2009): Technology Strategy for Managers and Entrepreneurs, Prentice Hall
Westland, J. Ch. (2008): Global Innovation Management - a strategic approach, Palgrave Macmillian
Allen, K.R. (2003): Bringing new technology to market, New Jersey
Mohr, J. & Sengupta, S. & Slater, St. (2005): Marketing of High-Technology Products and Innovations, New Jersey
Schaufeld, J. (2015): Commercializing Innovation, a press

10 **Teaching staff**

Name of head of module *

Jean-Marie Ayer & Raphaël Gaudart

Description validated on *

25.08.2023

Description validated by *

Raphaël Gaudart