

Technology, innovation and business

A one-week course for post-graduates

Course outline

This course was delivered to over five days to a class of 23 Greek post-graduates in order to introduce them to international perspectives on technology and business innovation in order to improve their prospects for employment and self-employment. The accompanying five presentations are the day-by-day course presentation material. On the final day the students presented their own imaginary business ideas, making use of the knowledge gained during the course.

INTRODUCTION

In seeking employment there is always the option of giving yourself a job. Self-employment can be exciting, liberating and ultimately rewarding. You can always trust your boss. Whatever mistakes you make they are unlikely to rival the management errors of some big companies: Enron, Olympic Airways, etc.

Even if employment in a large company is your goal, the best employee is one who really understands the business they work for. Someone who can understand the business implications of their day-to-day actions in whatever role they play in the company.

This five-day course is designed to improve understanding of the relationship between technology and business using a combination of presentations, discussions, case-study examples, and practical work.

DAY ONE

INTRODUCTIONS

Welcome by course leader
Round table introductions
Outline of the course

WHY IS TECHNOLOGY IMPORTANT FOR EMPLOYMENT?

The role of technology in business
Adding value
Models of Technology Transfer
The connection between technology and the economy
The interaction of idea and environment
Foresight exercises
Technology Watch

HOW DO YOU PROTECT YOUR IDEAS?

IPR Protection
Negotiation and Licensing
Barriers to technology-based products
What is meant by technology transfer?

DAY TWO

HOW DO YOU CREATE A NEW TECHNOLOGY-BASED COMPANY?

- Spin-offs
- Graduate enterprise
- Corporate enterprise
- Hard and soft start-ups
- Incubation
- Clustering
- Mentoring
- Examples of best practice models of technology transfer
- Examples of technology-based companies

DISCUSSION OF GROUP PRACTICAL EXERCISE FOR DAY FIVE

EU RESEARCH AND TECHNOLOGICAL DEVELOPMENT

- Importance of science and technology
- History of the EU and Framework Programmes
- Structure of the EU
- The Framework Programmes
- FP6 and ERA
- The 'Eurospeak' language
- Six steps to funding
- Where to get information

DAY THREE

HOW DO YOU INTRODUCE A LEADING EDGE PRODUCT IN AN EXISTING COMPANY?

What do they teach you on an MBA degree?

The real meaning of strategy

Company types

Product life cycles and the Boston box

New products, old customers or old products, new customers

Innovation management techniques

Innovation auditing

Market research methods where markets don't exist

Product champions

Case examples

PREPARATION FOR GROUP PRACTICAL EXERCISE

DAY FOUR

HOW DO YOU PLAN AND FINANCE A TECHNOLOGY-BASED BUSINESS?

Presenting your proposition

The 'elevator pitch'

The 'death valley' curve

The Business Platform Model

Financing

Business plans for new technology-based businesses

Using the power of the Internet

Evaluation and selection of an invention

Conducting feasibility studies

EMERGING MARKETS

Social changes

Environment

ICT

Globalisation

PREPARATION FOR GROUP PRACTICAL EXERCISE

DAY FIVE

GROUP PRACTICAL SESSION – CREATING YOUR TECHNOLOGY PRODUCT

Presentation of product/business concept

Outline plan

Analysing weaknesses

The 'elevator pitch' presentation