Proposal Beta PhD course on:
Technology Entrepreneurship and Innovation Management

Lecturers:
Professor Scott A. Shane, Professor Geert Duijsters, Professor Abbie Griffin, and Professor Fred Langerak (coordinator)

Aim:
This course is specifically designed for students in a PhD or MPhil program. It is assumed that students have extensive knowledge on basic entrepreneurship and innovation theory.

Learning goals:
This course provides students with an in-depth theoretical coverage of the major topics in technology entrepreneurship and innovation. The main objective is to become familiar with and develop an in-depth understanding of the key frameworks, concepts, models, and paradigms that collectively form the foundation for research in the field. Secondary objectives are to get acquainted with several research approaches within the entrepreneurship and innovation management, to learn to review academic articles and to understand the publishing policy of top journals in the field.

Format:
The course will be taught via a blend of lectures, discussions and assignments based on scientific articles from top journals in the field (see appendix). Students are expected to read the selected articles, make article related assignments and come to class prepared to discuss the articles and the assignments in an interactive mode on criteria such as:
• Research question
• Scientific and theoretical contribution
• Research method, in particular what are the data and how have these been analyzed
• Practical relevance
• Conclusions (answer to the research question) and limitations

Dates:

Venue:
Eindhoven University of Technology.

Costs:
1000 euros

ECTS:
6 ects
Course-Outline

Part 1: Corporate entrepreneurship and open innovation by professor Geert Duysters

**Topic 1: Overview of the field**
This session focuses on the discussion of the state of the art in research in corporate entrepreneurship and open innovation.

**Topic 2: Theoretical and empirical approaches to corporate entrepreneurship and open innovation**
This session focuses on different theoretical and empirical approaches to corporate entrepreneurship and open innovation.

**Topic 3: Governance mode choices in corporate entrepreneurship settings**
This session focuses on the choices firms have to make among the various open innovation government modes.

**Topic 4: The role of corporate venturing in external knowledge acquisition strategies**
This session focuses on the use of corporate venturing modes to acquire infant technologies.

Part 2: Technology Entrepreneurship by Professor Scott A. Shane
The concept of the individual-opportunity nexus is central to this session, whereby a special focus is on entrepreneurial opportunities which can be discovered in new technologies.

**Topic 1: Overview of the field**
This session focuses on the discussion of the state of understanding in the field of entrepreneurship within the context of a number of integrative frameworks.

**Topic 2: Opportunities and their discovery**
This session focuses on different perspectives on the existence and discovery of entrepreneurial opportunities.

**Topic 3: The individual**
This session focuses on the individual explanations of entrepreneurship, such as psychology and the relationship of individuals with their environment.

**Topic 4: Technological entrepreneurial opportunities**
This session focuses on the technological sources of entrepreneurial opportunities.
Part 3: New Products Management by professor Abbie Griffin and professor Fred Langerak

**Topic 1: Research on Innovation Management: A review and Agenda**
This session summarizes the key concepts and research challenges in the field of new products management.

**Topic 2: New product success factors**
This session discusses and explains why some new products are more successful than others.

**Topic 3: Organizing for new product development**
This session focuses on different structures to organize new product development and the theoretical frameworks for managing the new product development portfolio.

**Topic 4: Inter-functional coordination and NPD teams**
This session focuses on how cross-functional integration is defined and implemented and how various studies into the importance of cross-functional integration are conducted.

**Topic 5: Voice of the customer**
This session provides an in-depth discussion of different customer active paradigms for designing new products.

**Topic 6: Accelerating new product development**
This session focuses on the theoretical advancement and empirical model testing in the identification of the organizational characteristics and practices that accelerate product development, and the precise manner by which cycle time reduction affects project outcomes.

**Notes on the lecturers:**
Scott A. Shane is professor of Entrepreneurial Studies at Weatherhead School of Management, Case Western Reserve University, Cleveland.

Abbie Griffin holds the Royal L. Garff Presidential Chair in Marketing at the David Eccles School of Business at the University of Utah.

Geert Duijsters is professor of Entrepreneurship and Scientific director of the Brabant Center of Entrepreneurship at the School of Industrial Engineering of Eindhoven University and the Faculty of Economics and Business Administration at Tilburg University.

Fred Langerak is professor of Management of Product Development in the School of Industrial Engineering of Eindhoven University of Technology.
Course Literature

Part 1: Technology Entrepreneurship by Professor Scott A. Shane

Topic 1: Overview of the field

Topic 2: Opportunities and their discovery

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