

USEEV4 - AI4CI Activities: from research to business

Présentation

Prérequis

None

Objectifs pédagogiques

- To equip students with the knowledge and skills necessary to identify opportunities for innovation and entrepreneurship/intrapreneurship within their technical expertise.
- To provide students with an understanding of the process of transforming research findings into viable business ideas.
- To develop students' competencies in market analysis, product development, and business model creation.
- To cultivate entrepreneurial mindset and strategic thinking among students.
- To enable students to work effectively in interdisciplinary teams and communicate their ideas to various stakeholders.

Programme

Contenu

- Module 1: Introduction to Innovation and Entrepreneurship
 - Overview of the innovation process.
 - Understanding the entrepreneurial mindset.
 - Case studies of successful tech innovations turned into businesses.
- Module 2: Opportunity Identification and Market Analysis
 - Techniques for identifying market opportunities.
 - Market research methods and tools.
 - Analyzing market trends and customer needs.
- Module 3: Product Development and Prototyping
 - Conceptualizing and defining product ideas.
 - Lean startup methodology.
 - Prototyping techniques and tools.
 - The strategic role of the distribution models
- Module 4: Business Model Innovation
 - Understanding different business models.
 - Value proposition design.
 - Business model canvas and validation techniques.
 - The importance of the regulatory bodies and compliance aspects
- Module 5: Intellectual Property Rights and Technology Transfer
 - Introduction to patents, copyrights, and trademarks.
 - Technology transfer process and licensing agreements.
 - Protecting intellectual property in a business context.
- Project Group Work:
 - Students will work in diverse teams to develop a business plan for a tech-based innovation. The project will involve identifying a market opportunity, developing a product concept and designing a business model. Each group will present their business plan to the class and receive feedback from peers and instructors.

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Description des modalités de validation

Continuous monitoring. A project assignment to perform after the STC execution will also be evaluated.



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Code : USEEV4

Unité spécifique de type cours

3 crédits

Responsabilité nationale :

EPN05 - Informatique / Stefano

SECCI