

MAN 669 Technology Ventures: From Invention to Innovation

Instructor	Prof. Marc Lerchenmüller
ECTS	6
Hours/week	
Aim of the module	<p>The course is taught through lectures and the case study method. Classes will be delivered in nine 3-hour blocks spaced across the first six days of the course. To prepare case-based classes, students are expected to read the case and submit brief polls the night prior to class.</p> <p>Module 1: Getting started Class 1 Technology ventures: What are we talking about Class 2 Starting-up: (Co-) founders, naming, structuring Class 3 Raising capital Class 4 Technologies that will change the world</p> <p>Module 2: Scaling (and failing) Class 5 Protecting the idea Class 6 Product-market fit and pricing Class 7 Pivots</p> <p>Module 3: Exit Class 8 Selling a company Class 9 Reflections on career development</p> <p>Most of the second week of the course will be focused on developing the final team project in partnership with a technology venture.</p>
Dates	<p>30.06.2025 – 11.07.2025</p> <p>Lecture: Monday through Friday, 8.30am to 8.00pm</p> <p>Room: EO 382 (Schloss Ehrenhof Ost)</p>
Prerequisite	No formal requirements, but basic knowledge in innovation management and entrepreneurship is beneficial.
Registration	YES – the number of participants is restricted
Form of assessment	Students' performance in the course will be evaluated via three components: class participation and polls (30%), individual exercise on major problem identification of an example tech-based venture (10%), and the final team project (60%).
Semester	Spring term
Language	English