

## MAN 669 Technology Ventures: From Invention to Innovation

<b>Instructor</b>	Prof. Marc Lerchenmüller
<b>ECTS</b>	6
<b>Hours/week</b>	
<b>Aim of the module</b>	<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><b>Module 1: Getting started</b>            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><b>Module 2: Scaling (and failing)</b>            Class 5   Protecting the idea            Class 6   Product-market fit and pricing            Class 7   Pivots</p> <p><b>Module 3: Exit</b>            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>
<b>Dates</b>	<p><b>30.06.2025 – 11.07.2025</b></p> <p><b>Lecture:</b> Monday through Friday, 8.30am to 8.00pm</p> <p><b>Room:</b> EO 382 (Schloss Ehrenhof Ost)</p>
<b>Prerequisite</b>	No formal requirements, but basic knowledge in innovation management and entrepreneurship is beneficial.
<b>Registration</b>	YES – the number of participants is restricted
<b>Form of assessment</b>	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%).
<b>Semester</b>	Spring term
<b>Language</b>	English