

## The intensive TIME Management Program on “INNOVATION MANAGEMENT AND BUSINESS-PLANNING”

### Preamble

With this program the participants increase their understanding on the interaction between technology, innovation and the market. Every participant will acquire skills to benchmark a technological innovation against the market, when and how to get legal protection and protection against competitors by applying tools from strategic management, to perform marketing in different economic environments, and last but not least, to evaluate a business case.

The program “Innovation Management and Business-Planning”, abbreviated by TEMP, is one of the intensive courses offered by the TIME association ([www.time-association.org](http://www.time-association.org)).

The academic partners of this program are

- K.T.H. Stockholm,
- Politecnico di Milano,
- U.P.M. Madrid (ETSII),
- Vienna University of Technology, and the
- T.I.M.E. Association.

### 1) Program Goal

The objectives of the courses are to combine technical skills and innovations with management skills, raise entrepreneurial spirits, and to provide a network in the Centroe region to TIME students.

### 2) Target Group

Students with a background in technical or natural sciences, who want to acquire skills in economics.

### 3) Admission Requirements

Admitted candidates should be students of universities who have joined the TIME organization. The admission of students from other universities is possible.

Admission to this program is at the discretion of the Dean for Issues of Continuing Education of the Vienna University of Technology.

#### 4) Course Structure

All courses are offered at the Vienna University of Technology.  
The program is organized in four modules:

- Module 1: Entrepreneurship and Innovation (10 ECTS)
- Module 2: Feasibility, Technology and Market (6 ECTS)
- Module 3: Picking a project and writing the business plan (10 ECTS)
- Module 4: Evaluation of the Project and Implementation (4 ECTS)

Module 3 is an off-class module, where the students write their business plans.  
Modules 1, 2 and 4 are presented during

- the Summer School I (two weeks),
- the Winter School (two weeks) and
- the Summer School II (two weeks).

All registered students will be given the opportunity to earn 30 (thirty) ECTS credits on condition they successfully complete the coursework and assessment, yielding a workload of 750 hours of academic work. Credits from the “T.I.M.E. European Management Program” (“TEMP”) can be accredited for their own degrees.

For students of Vienna University of Technology, credits of 30 ECTS will be accredited for their own degrees without notification, according to §78, UG 2002. The assignment of these 30 ECTS to a student’s curriculum relies on the decision of the corresponding dean.

#### 5) Language of Instruction

English

#### 6) Curriculum

Module 1: Entrepreneurship and innovation (10 ECTS)

- Innovation management and Strategy (7 ECTS)
  - Innovation management,
  - business and company law,
  - performance measurement and controlling,
  - intellectual property rights.
- Business planning and Business Evaluation (3 ECTS)
  - Writing business plans
  - Evaluation tools
  - Corporate Finance

## Module 2: Feasibility, technology and market (6 ECTS)

- Start-up support and the Feasibility (4 ECTS)
  - Venture Capital and bank financing
  - Incubators and Start-up Support
  - Central European dimension of entrepreneurship and innovation
- Start-ups and Teams (2 ECTS)

## Module 3: Writing the business plan (10 ECTS)

- Students have to develop a complete business plan.

## Module 4: Evaluation of the project and implementation (4 ECTS)

- Poster presentation
- Evaluation/discussion by/with the business community/financial institutions
- options of implementation / discussion with young entrepreneurs
- excursions

Credits attained according to topics 4 and 6 of this document account for 30 ECTS.

## **7) Examination Procedure**

7.1) Written examinations take place in the form of tests or term papers. Term papers must prove the students' ability to apply the conveyed subject to case studies or their personal working experience.

7.2) Examinations can be repeated a maximum of three times, but no later than four weeks after summer school II.