

TECL 3033

INTERNATIONAL ENTREPRENEURSHIP IMMERSION



COURSE FACULTY



Dr. Andrew Maxwell received his Ph.D. in Management Science at the University of Waterloo in 2011, winning the Academy of Management's Heizer Award. Prior to this he completed an MBA at London Business School, and a B.Sc. (Eng.) in Electrical Engineering from Imperial College London. He has been Chief

Innovation Officer at the Canadian Innovation Centre for the past ten developing and delivering innovative and entrepreneurial programs (such as VentureStart for FedDev/RIC and InnoGate for IRAP and the Innovators' Alliance). He has won several teaching awards, authored 5 refereed journal articles, numerous industry articles and spoken at global academic and industry conferences.

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COURSE OVERVIEW

The course consists of pre-travel workshops, interactive lessons and workshops on location (Both on the campus of academic partners and through site visits to companies, incubators and investors). In addition, students will be required to work extensively in groups on developing a technology solution to an important problem, and make final presentation to local investors and entrepreneurship support organizations.

COURSE DETAILS

TECL 3033 3.0

SUMMER

 **Bootcamp:** TBD

 **Israel:** TBD

Open to all Lassonde, Science, Health and Schulich students



LEARNING OUTCOMES

- ▶ Understand the basic approaches to Innovation, creativity and problem solving
- ▶ Able to use design thinking approach to clearly state problem and identify possible solutions
- ▶ Know how to use the value proposition & innovation adoption canvasses to model solutions
- ▶ Understand how to engage with entrepreneurs to learn from both success and failure
- ▶ Appreciate the link between government, ecosystem, and academia in creating value from technology innovation
- ▶ Able to work effectively in teams and adopt different roles within that team
- ▶ Capable of delivering professional business pitch

CONTENT DELIVERY

This course is designed primarily to be delivered asynchronously 100% online, with primary content delivered by world experts. The course is designed for high levels of student engagement, individual and group activities that are primarily assessed through peer evaluation. The course also encourages user generated content and makes extensive use of both online proprietary and generally available content.

COURSE TOPICS

- ▶ Importance of technology commercialization
- ▶ Current models of technology commercialization
- ▶ Using a behavioural approach to improve technology commercialization outcomes
- ▶ Understanding what your technology can do
- ▶ Developing the value proposition
- ▶ Identifying market segments and early adopters
- ▶ Overcoming barriers to adoption
- ▶ Creating new business models
- ▶ Licensing versus creation
- ▶ Creating a new venture
- ▶ Developing an action plan

