

# **Tentative Agenda**

## **Business Training TALENT Summer School**

### **(Case Studies, TALENT Technology Workshop)**

organized by WU Vienna

#### **Time Schedule:**

Wednesday, June 5th to Friday, June 7th 2013

#### **Speakers:**

Mag. Vesna Babaja, MA Manuel Burger, Dr. Peter Keinz, Dr. Philipp Türtscher

#### **Contents:**

During the first two days (case studies), participants will get an extensive introduction to the subject of “New Business Development” for organizations that have a repertoire of un- or underused technological competences. Participants will get to know and apply the most important methods and instruments to a) analyze a given technology with respect to its commercial potential, and b) systematically identify, evaluate and exploit business opportunities for that technology. The following methods and instruments will be discussed in more detail:

- Technology and know-how transfer methods (e.g., Technological Competence Leveraging, Technology-push, Lead User Method)
- Creativity techniques
- Qualitative and quantitative market analysis
- Competitor analysis (including Porter’s Five Forces)
- SWOT/TOWS analysis
- CANVAS business modeling framework

The third day (TALENT Technology Workshop) will be a workshop in which TALENT ESRs together with other TALENT members (including industry partners) apply their newly acquired skills. They will have to identify a certain TALENT technology (out of their field of expertise) and analyze its commercial attractiveness. The ultimate goal of this workshop is to come-up with a preliminary commercialization proposal for each of the chosen technologies. These proposals will be the starting points for the “real life project assignment” that each ESR will conduct in cooperation with a team of business students from WU Vienna over the next two years.

## **Learning objectives and didactical concept:**

After having completed this business training, participants will be able to

- analyze the commercial potential of a technology
- systematically identify and evaluate new fields of application and business opportunities for a technology
- design an adequate commercialization strategy/a business model for the identified business opportunities

The didactical concept of the business training is based on the concept of problem-based learning. Thus, participants will be provided with theoretical inputs by the lecturers and will then be asked to apply the instruments and methods at hand during the course using “mini cases” (individual exercises as well as group exercises). There will be several iterations of mini-lectures followed by exercises.

Participants will also be presenting their “solutions” and learning outcomes at several points of time during the three days, thus, the business training will provide the students with the possibility to train their ability to work in teams and presentation skills.