



ADMINISTRATIVE DETAILS

Costs

The participation fee is €695 per module for non-EuroTech participants and includes participation to the seminar, course materials, attendance to the special PhD course dinner, and daily luncheons. Students are requested to make their own hotel arrangement. For students of EuroTech universities no participation fee is required, and their accommodation and travel costs will be reimbursed via their own university.

Credits 6 ECTS (3 ECTS per module)

Participants max. 20 per module

Additional information and enrollment

Interested students should apply no later than May 1st, 2018. Should there be more than 20 applications per module, a careful selection will be conducted by the lecturers. PhD students of EuroTech universities are given priority access, if (a) the student applies before the enrollment deadline and (b) his/her supervisor supports this application. The following documents should complement each application: your CV, a motivation letter, a letter of recommendation of the applicant's local faculty supporting the application and the module(s) you want to attend. You can enroll in the course by sending an email with your personal details (name, address, affiliation) and the required documents attached to item.ieis@tue.nl

7th edition of the PhD Course on: Entrepreneurship and Innovation Management

Organized by the ITEM group of the School of Industrial Engineering at Eindhoven University of Technology in cooperation with EuroTech Universities and endorsed by the Graduate Program Industrial Engineering.

Aim:

This course is specifically designed for students in a PhD or MPhil program. It is assumed that students have extensive knowledge on basic entrepreneurship, business design and innovation management theory.

Core Lecturers:

Professor Oliver Alexy
Professor Jan van den Ende
Professor Abbie Griffin
Professor Christopher Tucci
Professor Georges Romme
Professor Isabelle Reymen
Professor Fred Langerak

Learning goals:

This course provides students with an in-depth theoretical coverage of the contemporary topics in entrepreneurship and innovation management. The main objective is to become familiar with and develop an in-depth understanding of the key frameworks, concepts, models, and paradigms that collectively form the foundation for research in the field. Secondary objectives are to get acquainted with several research approaches within entrepreneurship and innovation management, to learn to review academic articles and to understand the publishing policy of top journals in the field.

Organization:

Coordinator: Frederieke Baas (item.ieis@tue.nl)

ITEM group: <http://www.item-eindhoven.org>



June 25 - 29, 2018

Eindhoven University of Technology

PROGRAM

Module 1: Entrepreneurship, Innovation and Design

The discourses and literatures on key research questions in entrepreneurship, innovation and design are increasingly complementary and feeding on each other. This also reflects Herbert Simon's idea of (e.g. innovation) management research as a design science that promotes the interaction between science- and design-oriented work. The first part of this module offers several notions and frameworks which can inform any scholarly project at the interface of entrepreneurship/ innovation research and practice.

Entrepreneurship as Design

(by professor Georges Romme and professor Isabelle Reymen)

This part of the module will cover recent design-oriented work on decision-making logics in new business development as well as entrepreneurship as design.

Entrepreneurship & Corporate Renewal

(by professor Oliver Alexy)

The last part of the module serves to illustrate exemplary (science-driven) work in the area of new forms of organizing, user innovation, selective revealing, starting and growing a firm, and corporate renewal.

Module 2: Product Innovation Management

This module addresses the key concepts and research challenges in the field of product innovation management.

Open Innovation

(by professor Christopher Tucci)

This part focuses on the discussion of state of the art research in open innovation. Attention will be given to different theoretical and empirical approaches and the choices firms have to make among the various open innovation government modes.

Product Innovation and Management

(by professor Fred Langerak and professor Abbie Griffin)

In this part, we discuss and explain why some new products are more successful than others. We then shift the focus to different structures to organize the new product development and the theoretical frameworks for managing the new product development portfolio. Another topic we cover is the voice of the customer. An in-depth discussion of different customer active paradigms for designing new products is provided.

New product idea management

(by professor Jan van den Ende)

On the final day, we discuss new product idea management in the context of networking & learning and we look at business model innovation in relation to product innovation.

visit www.item-eindhoven.org
for more information

NOTES ON THE LECTURERS

- **Georges Romme** is Professor of Entrepreneurship & Innovation at the School of Industrial Engineering of Eindhoven University of Technology
- **Oliver Alexy** is Professor of Strategic Entrepreneurship at the School of Management at Technische Universität München, Germany
- **Abbie Griffin** holds the Royal L. Garff Presidential Chair in Marketing at the David Eccles School of Business at the University of Utah
- **Jan van den Ende** is Professor of Management of Technology and Innovation at Rotterdam School of Management, Erasmus University, and holds the International Chair of Management at LUISS Università Guido Carli, Rome, Italy
- **Christopher Tucci** is Professor of Management of Technology and Chair in Corporate Strategy & Innovation at École Polytechnique Fédérale de Lausanne (EPFL)
- **Fred Langerak** is Professor of Management of Product Development at the School of Industrial Engineering of Eindhoven University of Technology
- **Isabelle Reymen** is Professor in Design of Innovation Ecosystems at the School of Industrial Engineering of Eindhoven University of Technology



ABOUT THE ITEM GROUP

The Innovation, Technology Entrepreneurship & Marketing (ITEM) group is part of the department of Industrial Engineering & Innovation Sciences at Eindhoven University of Technology. The group's educational, research and valorization program focuses on New Product and Business Development Processes and is one of the leading groups in the world in terms of quality, impact, productivity and societal relevance. The program emphasizes means for measuring and improving the process of conceiving, developing, and launching new products and ventures.

ABOUT EUROTECH

Danmarks Tekniske Universitet (DTU), École Polytechnique Fédérale de Lausanne (EPFL), Technische Universiteit Eindhoven (TU/e) and Technische Universität München (TUM) have joined forces in a strategic alliance, called EuroTech. This alliance of the EuroTech universities will serve as the basis for further growth and encourage entrepreneurship and innovation research as a core scholarly discipline in European universities of technology.

The organization retains the right to cancel the course up to 6 weeks in advance, in case participants will be reimbursed for their registration fee. Registrant cancellations made before May 12th, 2018 will be reimbursed minus 25% of the total registration fee. No reimbursement on registrant cancellation will be possible after that date.