



#### ADMINISTRATIVE DETAILS

##### Costs

The participation fee is €495 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. The organizers offer a limited number of scholarships of €125 per module each. The motivation for receiving the scholarship should be included in the application letter for the course. Allocation of the scholarships is entirely at the discretion of the organizers. For students of EuroTech universities no participation fee is required, and their accommodation and travel costs will be reimbursed.

**Credits** 6 ECTS (3 ECTS per module)  
**Participants** max. 20 per module

##### Additional information and enrollment

Interested students should apply no later than March 31, 2016. Should there be more than 20 applications per module, a careful selection will be conducted by the lecturers. Graduate 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](mailto:item.ieis@tue.nl)

# PhD Course 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. Endorsed by Beta Research School for Operations Management and Logistics.

##### 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  
Dr. 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 the 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](mailto:item.ieis@tue.nl))

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

## May 30 - June 3, 2016

### 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.

##### Entrepreneurship, Innovation and Design

(by professor Georges Romme)

The first day of this module offers several notions and frameworks which can inform any scholarly project at the interface of entrepreneurship/ innovation research and practice. As key notion is the interaction and complementarity between scientific validation and creative discovery as complementary activities. The first day will also include a discussion of exemplary work on university spin-off creation, ecosystem development, and local and distant search.

##### Entrepreneurship & Corporate Renewal

(by professor Oliver Alexy)

The second day 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.

##### Entrepreneurship as Design

(by dr Isabelle Reymen)

The morning of the third day and as last session of this module will cover recent design-oriented work on decision-making logics in new business development as well as entrepreneurship as design.

##### 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)

The afternoon of the third day 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.

##### New Products Management

(by professors Abbie Griffin and Fred Langerak)

The fourth day, 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 fifth and 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

visit [www.item-eindhoven.org](http://www.item-eindhoven.org)  
for more information



#### ABOUT 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 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 BETA

The Beta Research School for Operations Management and Logistics is a national university research school that educates PhD students and in which several scientific disciplines contribute to a deeper understanding of the performance of operational processes. The Beta Research School combines research by several groups of the departments of Industrial Engineering & Innovation Sciences (IE&IS), Mathematics and Computer Science (MCS), and Mechanical Engineering (ME) at Eindhoven University of Technology (TU/e), and the Center for Telematica and Information Technology (CTIT) of the University of Twente (UT).

#### ABOUT EUROTECH

Danmarks Tekniske Universitet (DTU), École Polytechnique Fédérale de Lausanne (EPFL), Technische Universiteit Eindhoven (TU/e) and Technische Universität München (TUM) have recently 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 1, 2016 will be reimbursed minus 25% of the total registration fee. No reimbursement on registrant cancellation will be possible after that date.*

#### 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, 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 Associate Professor of Entrepreneurship and Design at the School of Industrial Engineering of Eindhoven University of Technology