

Business Development Lab I.

Description

1. Innovation & R&D (Open vs Closed Innovation, Technology Delta)
2. Business modelling and planning (BMC)
3. Long term Thinking, Business Ethic and Sustainability
4. Idea Validation(Javelin Board)
5. Creativity process(6Hats, SWOT)
6. Go to Market-Market Entry(Business Model Patterns)
7. Advanced Business Models (Design Thinking)
8. Business Processes Management (BPMN notation)
9. Rapid prototyping and MVPs (Arduino lab)
10. Customer VS Product development
11. Startup Echosystems

Literature

- John Bessant, Joe Tidd. *Innovation and Entrepreneurship*, 2nd Edition.2011
- Osterwalder, Alexander, and Yves Pigneur. *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons, 2010.
- Blank, Steven G, and Bob Dorf. *The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company*. Pescadero, Calif: K & S Ranch, Inc, 2012. Print.
- Plattner, H. et al: *Design Thinking: Understand–Improve–Apply (Understanding Innovation)*, 2011
- Eric Ries,*The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses* Crown, Publishing Group, 2011
- Peter Drucker, Ferdinand Drucker, Taylor & Francis, *Innovation and Entrepreneurship*, 2007