

**Module title:**

Treasure Hunting

Credits:

12

Responsible person:

Kratzer, Jan

Website:<http://www.tu.berlin/eim>**Office:**

H 76

Contact person:

Kolpinski, Charleen

Display language:

Englisch

E-mail address:

c.vonkolpinski@tu-berlin.de

Learning Outcomes

Target group

The course is aimed at Master's students with an interest in the exploitation of patents. They should be interested in applying selected innovation methods from design thinking and business model development. There should be a fundamental interest in patent valorization and finding new innovative ways for the after use of patents, which can include the foundation of a start-up. In addition, students should be interested in working in diverse/interdisciplinary teams and experimenting with different sustainable business models and patterns.

Aim of the course is to impart academic and practical knowledge to:

- Raise awareness and motivation for founding a startup based on a patent
- Transfer knowledge on topics of patents, IP, and patent utilization
- Transfer knowledge from the student's study backgrounds to the projects using selected innovation methods
- Practically apply selected innovation methods in an own project
- Develop understandings of business development in the context of sustainability and sustainable business development
- Successfully apply the learned knowledge on a new product/service or business concept
- Systematically develop a viable business concept based on a technology
- Transform new ideas into business solutions for a commercial market environment
- Strengthen the capacity of interdisciplinary teamwork
- Reflect upon ethical and team processes
- Apply creativity and presentation techniques for the successful development and presentation of innovation projects
- Present a concept to an internal audience as well as to an external panel industry experts
- Boost a possible start-up, a licensing plan or another plan for patent utilization

General objectives

By the end of the semester, students who have successfully completed this course should know and have practically applied the following:

- Theories and concepts of Design Thinking and novel innovation approaches
- Practical project about a patent in diverse and interdisciplinary teams
- Students apply their theoretical knowledge about innovation methods of problem identification, creativity, and ideation in their own projects
- Students exercise pitching and presentation techniques in a final presentation about their innovation project
- Students improve their writing, documentation and reflection skills by preparing a final report about the utilization plan of the patent

Content

The course Treasure Hunting is an interdisciplinary module based on diverse teams working together on a project.

Patent utilization plan in stages:

- (a) Understanding the patent
- (b) Problem and target group identification
- (c) Idea generation
- (d) Business concept development
- (e) Business plan conceptualization
- (f) Business Plan presentation and Reporting

Business concept development is facilitated by a mix of input sessions with experts, interactive discussions and mentoring by faculty staff and selected external experts. In addition, principles from business ethics, IP Management, and market research are part of the curriculum and are thus incorporated into the learning process. The students will apply this knowledge to a real project and work together with industrial partners from the selected sectors. Finally, the teams hand in a written project report and give an oral presentation.

Module Components

Course Name	Type	Number	Cycle	SWS
Treasure Hunting	IV		WiSe/SoSe	6

Workload and Credit Points

Treasure Hunting (Integrated course)	Multiplier	Hours	Total
Attendance	15.0	2.0h	30.0h
Pre/post processing	15.0	4.0h	60.0h
			90.0h
Course-independent workload	Multiplier	Hours	Total
Documentation	15.0	3.0h	45.0h
Group work	15.0	6.0h	90.0h
Ideation	15.0	9.0h	135.0h
			270.0h

The Workload of the module sums up to 360.0 Hours. Therefore the module contains 12 Credits.

Description of Teaching and Learning Methods

The module features the following teaching methods:

- Input sessions by of the chair, the Centre for Entrepreneurship and the Centre for Intellectual Property at TU Berlin
- Interactive elements such as group discussions, workshops, plenary discussions and team presentations in the plenary
- independent team work outside of the scheduled workshops
- Input sessions by external experts (incl. practitioners like startup founders)
- Q&A sessions
- Mentoring sessions with internal staff like scientists and selected external experts
- Drop-in sessions with internal scientists and external experts

Requirements for participation and examination

Desirable prerequisites for participation in the courses:

Only for students who are enrolled in a master programme in the second semester or above at the time of the seminar.

In-depth pre-knowledge of economic and business concepts is not necessary, but will be helpful.

Students of life sciences are particularly welcome

Mandatory requirements for the module test application:

Not specified

Module completion

Grading:	Type of exam:	Language:
graded	Portfolio examination 100 points in total	English

Grading scale:

Note:	1.0	1.3	1.7	2.0	2.3	2.7	3.0	3.3	3.7	4.0
Punkte:	90.0	85.0	80.0	76.0	72.0	67.0	63.0	59.0	54.0	50.0

Test description:

The portfolio examination consists of the following elements, adding up to a maximum of 100 credits. The grading follows the joint conversion key of the School of Economics and Management (decision of the school's council dated May 28, 2014 - FKR VII-4/8-28.05.2014)

- 1) Idea template - status quo of the process (10%)
- 2) Final Presentation - results of and reflections on the process (40%)
- 3) Patent utilization report with an utilization plan of the patent and validated recommendations of further use (50%)

Test elements	Categorie	Points	Duration/Extent
Final Presentation	oral	40	15 min per team
Idea Template	written	10	1 page per team
Patent Utilization Report	written	50	15 pages per team (excl. appendix)

Duration of the Module

The following number of semesters is estimated for taking and completing the module:

1 Semester

This module may be commenced in the following semesters:

Winter- und Sommersemester

Maximum Number of Participants

The maximum capacity of students is 70

Registration Procedures

Please check the website (<https://www.tu.berlin/en/eim/study-teaching/module-overview>) for information.

Recommended reading, Lecture notes

Lecture notes:
unavailable

Electronical lecture notes :
unavailable

Assigned Degree Programs

This module is not used in any degree program.

Miscellaneous

No information