

#	Title	Description & Content	Hours Asynch-ronous Video/E- Learning	Hours Synchronous Online discussion/Colloquiu m	Self Learning
1	Introduction and challenges in technology transfer	<p>Course Introduction</p> <ul style="list-style-type: none"> • Stucture and communication • Clarification of the individual transfer project <p>Challenges in technology transfer</p> <ul style="list-style-type: none"> • Internal challenges • External challenges • The German perspective on technology transfer 	2		1
2	From idea to innovation	<p>From idea to innovation</p> <ul style="list-style-type: none"> • What is innovation • Hidden needs • Product Development Stage Gate • Innovation pentathlon concept 	3		1,5
3	Technology transfer methods	<p>Possibilities of research funding</p> <ul style="list-style-type: none"> • Finding wit national and international funding <p>Patents</p> <ul style="list-style-type: none"> • The role of patents • Intellectual property <p>Espionage</p> <ul style="list-style-type: none"> • Types of espionage • Defence and avoidance strategies of espionage • Differentiation between market research and espionage 	2	<p>Colloquium</p> <p>1 hour</p> <p>related to the modules 1-3 in ZOOM</p>	1,5
4	Strategic business development	<p>Key steps for commercialisation</p> <ul style="list-style-type: none"> • The marketing circle • Co-operation management • Areas of market development • Business model canvas 	4		1,5
5	IMLead® Hephathlon concept	<p>This module gives you an overview about the IMLead® Heptathlon Concept</p> <ul style="list-style-type: none"> • What is IMLead® • The seven fields of the IMLead® • Characteristics of the concept and discussion of the seven fields: The Manager (CTO Chief Technology Officer), The Individuals, The Information, The Future, The Processes, The Agility, The finances and integrated thinking & acting 	1		1,5
6	International technology transfer and communication	<p>Presentation skills</p> <ul style="list-style-type: none"> • Persuasive business presentations <p>Intercultural communication</p> <ul style="list-style-type: none"> • Intercultural Challenges in Business Communication • Case studies 	3	<p>Colloquium</p> <p>1 hour</p> <p>related to the modules 4-6 in ZOOM</p>	1
Total Seminar Hours 25 hours			15	2	8
Certificate of attendance					