

Master of Science Technopreneurship & Innovation Program (MSc. TIP)



MODULES AND COURSES

Entrepreneurship & Business Planning
New Venture & Entrepreneurial Marketing
Intellectual Property & Technology Evaluation & Commercialisation
Strategic Management for New Ventures & Technology Firms
Venture Capital Financing
Accounting for New & Ongoing Ventures
Strategic Human Resource Management for New & Ongoing Ventures
Seminars on Special Topics in Technopreneurship
New Venture Creation: Implementing Business Strategy & Managing Growth (Simulation)
Developing New Business Models
Technology, Innovation & Design
Sustainable Leadership & Strategy Innovation
Corporate Finance & Merger & Acquisition
Entrepreneurship Case Study Project

- **Entrepreneurship & Business Planning**
Focuses on equipping candidates with knowledge and tools including business plan development and start-up planning that generate and translate entrepreneurial ideas into successful enterprises.
- **New Venture & Entrepreneurial Marketing**
Key entrepreneurial marketing concepts and methods are imparted along with sophisticated marketing approaches and practical guidance on their application in entrepreneurial situations.
- **Intellectual Property & Technology Evaluation & Commercialisation**
Investigates models and tools for effective management of an organisation's Intellectual Property (IP), including patents, copyright, trade secret, etc. with emphasis on the identification of appropriate options and methods for organisations to protect and exploit their investments in developing IP.

- **Strategic Management for New Ventures & Technology Firms**
Explore strategic tools and priorities with which entrepreneurs create and sustain a competitive advantage in today's challenging and complex business environment.
- **Venture Capital Financing**
Explore high-risk financing from entrepreneurial and venture capitalists' perspectives and learn financing strategies for different stages of the venture lifecycle.
- **Accounting for New & Ongoing Ventures**
Introduces candidate to entrepreneurial accounting and provides them with a preliminary tool to survive as an entrepreneur.
- **Strategic Human Resource Management for New & Ongoing Ventures**
Focuses on people management related challenges and considerations and discusses practical management methods and techniques in entrepreneurial context.
- **Seminars on Special Topics in Technopreneurship**
Distinguished industry speakers and faculty experts take participants through specialised topics relating to technopreneurship and innovation.
- **New Venture Creation: Implementing Business Strategy & Managing Growth (Simulation)** Participants work in teams to run a simulated start-up company for three years in a realistic global business setting – working with guidance from instructors and/or mentors to assume top management roles, make business decisions and manage business operations.
- **Developing New Business Models**
Participants will form “venture teams” to evaluate IP positions and develop business concepts for “patented” emerging technologies available for venture creation from a “technology menu” consisting of technologies created by the Nanyang Technological University, Agency for Science, Technology Transfer Network (TTN) or other institutions/organisations
- **Technology, Innovation & Design**
Focuses on how start-up companies manage the process of innovation for sustainable competitive advantage. Topics discussed:
 - ✓ Creativity, knowledge and skills
 - ✓ Working environment and infrastructure required for innovation
 - ✓ Generation and evaluation of ideas in product development process
 - ✓ Management of innovations leading to technology commercialisation
 - ✓ Needs identification and product specifications
- **Sustainable Leadership & Strategy Innovation**
The essence of leadership including models, traits, skills and ability, concept of strategy innovation in contrast with product or technology innovation and the concept of business design innovation are introduced in-depth to develop in the students the leadership capacity; analytical skills and knowledge of leading organisational change and conducting a business redesign based on changing customer priorities.
- **Corporate Finance & Merger & Acquisition**
Study the principles of financial management in the analysis of corporate financial problems in on- going ventures. This includes equity and debt financing, managing corporate growth, free cash flow, risk management, international corporate finance and real options.
- **Entrepreneurship Case Study Project**
Participants are required to undertake an entrepreneurial case writing project where they will prescribe teaching objectives to the case and propose answers to strategic questions.