

EUROPEAN INNOVATION JOURNEY

European Innovation Academy 2013

1 - 26 July 2013

**EUROPEAN
INNOVATION
ACADEMY**

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ACADEMY**

Key topics in the course:

- Innovation Management and Process
- Corporate and Technology Strategy
- New Product-Service Development
- Creativity and Innovation Culture
- Entrepreneurship Spirit and Skills
- High Tech Products Marketing
- Management of IPR
- Business Model Design
- Competitive Forces
- Competing with Business Models

European Innovation Academy Sessions:

- Innovators' Speed Date
- Team Marriage
- Entrepreneurs' Failure Pitching
- James Bond Innovation Challenge
- Star Trek Technology Lab
- Pitching for Venture Capitalists
- Hands on Innovation Lab
- Lego Lab Prototyping
- Entrepreneur Live Kitchen

*Your vision of where
or who you want
to be is the greatest
asset you have.*

Innovation Supported by:



Microsoft



European Innovation Academy Syllabus

Subject title	European Innovation Academy
Assessment form	Examination
Teaching semester	Summer
Course aims in English	<p>The aim of this course is to attract the World's brightest students and young entrepreneurs to bootstrap their start up in an international environment. Students gain knowledge how to build up a startup from the ground up to focus on customers, markets and speed of iteration.</p> <p>Through case studies, exercises, and discussions, world famous professors will guide students through the key areas that determine success for startups: product, strategy, marketing, and product development. This course presents a detailed methodology that will allow students to bring new start - ups to alive.</p> <p>The course will help students see the importance of personal creativity for implementation of new ideas, services and products. One of the main aims of the course is to enhance student's understanding of innovation processes in different organizations (business model examples). The course also arms students with tools and frameworks with which to assess potential outcomes and avoid common mistakes.</p>
Learning outcomes of the subject in Eng.	Developed complete business model.
Brief description of course content in English	<p>The course is designed to develop a student's ability to find, evaluate and develop business ideas into viable product concepts and build those concepts into business model.</p> <p>The course takes participants through a range of issues faced by management in building a new enterprise. These include venture financing, team and culture building, innovation strategy and the overall challenges of managing growth and surviving a rapidly changing environment. The program consists of three main courses focusing on innovation, entrepreneurship, business modeling and social media.</p>

Prerequisites:

Innovation Academy is suitable for all students from different study fields as well as professionals who are intending to pursue a career in innovative management. Required is to have an ambitious mind and the will to be creative.

Courses:**1. Innovation and Entrepreneurship**

- ✓ Innovation Management and Process
- ✓ Corporate and Technology Strategy
- ✓ New Product Development (incl. service development)
- ✓ Creativity and Innovation Culture
- ✓ Entrepreneurship Spirit and Skills
- ✓ High Tech Products Marketing
- ✓ Management of IPR

2. Business Model Innovation

- ✓ Business Model Design
- ✓ Competitive Forces
- ✓ Competing with Business Models

3. Designing Applications

The major models that we study in the course are goal, role and domain models for problem domain analysis and interaction, knowledge and behavior models for design. The course is illustrated by examples and exercises of designing social applications, such as the apps for societal parking, healthcare, and grocery shopping.

During the program students will be able to answer to following questions:

- ✓ How changes in technology paradigms give rise to novel opportunities (**Xbox Kinect, Youtube cases**)?
- ✓ How to identify, analyze and exploit these opportunities (**Netflix, iPod cases**)?
- ✓ How to design innovative products, to create sustainable competitive edge (**iPhone case**)?
- ✓ How to transform loose topics on technologies, opportunities, customers, markets to unique strategic business plans (**Hilton, iPad cases**)?
- ✓ How to transform these plans into focused execution while avoiding common mistakes (**Procter & Gamble, Android cases**)?

European Innovation Academy includes innovational sessions:

- ✓ Innovators Speed Dating & Team Marriage
- ✓ Entrepreneurs Failure Pitching
- ✓ James Bond Innovation Challenge
- ✓ Star Trek Technology Lab
- ✓ Pitching for Venture Capitalists
- ✓ Hands on Innovation Lab
- ✓ Lego Lab Prototyping

Students benefit from the content itself as well as interactions with like-minded students/young entrepreneurs. The course will help students see the importance of personal creativity for implementation of new ideas, services and products.

Classroom work:

- ✓ Discussions regarding the key principles of innovation
- ✓ Interactive workshops
- ✓ Presentations by founders/CEOs of high-tech start-ups
- ✓ Assignments and team projects to create early stage start-ups
- ✓ Design novel products

Students are encouraged to discuss each case in advance with their fellow students. Students do active co – operation (Different know-hows come together to create a more efficient symbiosis.

	<p>Professors encourage students to communicate freely, think out creative solutions and give their own opinion about different approaches.</p> <p>The moderators keep the life in classroom active and goal oriented.</p> <p>Approach:</p> <p>Several methods of instruction are utilized: lectures, case discussions, workshops, group projects and home works.</p> <ol style="list-style-type: none"> 1. Theory concept is presented and discussed every day in the main session. The theory session is every day led by different professor/experts. 2. Practical concept is done individually and in group works. Students are grouped in the beginning of the programme. Each group will be required to present a business model that is developed weekly. <p>In the end of the program, groups present their business model to venture capitalists who either reject their idea or help them to find venture-funding to develop their business idea to the next level.</p>
Study literature	<ol style="list-style-type: none"> 1. Eric Ries – <i>The Lean Startup</i> 2. Alexander Osterwalder and Yves Pigneur – <i>Business Model Generation</i> 3. Steve Blank and Bob Dorf- <i>The Startup Owner’s Manual – The Step-by-Step Guide for Building a Great Company</i> 4. Henry Chesbrough – <i>Open Services Innovation</i> 5. Leon Sterling and Kuldar Taveter - <i>The Art of Agent-Oriented Modeling</i>
Contact	<p>Ms. Anni Sinijärvi</p> <p>Chief Marketing Officer</p> <p>E-mail: anni.sinijarvi@ttu.ee</p> <p>Website: www.ttu.ee/eia2013</p>

Each hour of lecture or seminar includes **two additional hours of work** (reading, writing, and problem assignments, discussion sections, etc).

Study work is divided into two parts:

Classwork

- ✓ Preparatory work (10%) includes reading, listening audiobooks, writing summary. Preparatory work takes place 2 weeks before the program.
- ✓ Teamwork (90%) includes workshops about business model design (live discussions, new solutions, team build up, brainstorming). Teamwork per one week – 23 hours

Independent work

- ✓ Theory (35%) includes lectures by professors/experts. Theory per one week – 34 hours
- ✓ Practical work (66%) includes practical tasks given by professors. Practical work per one week – 23 hours

Co-operation

European Innovation Academy has been established in co-operation with Tallinn University of Technology.

Tallinn University of Technology (TUT) is one of the most innovative universities in Europe. Established in 1918, Tallinn University of Technology will celebrate its 95th anniversary in 2013. TUT is a modern, international university teaching the newest knowledge and skills necessary for today's international and competitive marketplace. TUT, the only technical university in Estonia, is the nation's leading academic institution in engineering, business, and public administration.

With strong emphasis on internationalization, TUT has a strong multicultural student body (there are students from over 60 different countries), many international professors, great cooperation with world's top universities (e.g. Berkeley, Stanford) and with international companies (e.g. Microsoft, Skype). There are 19 fully accredited international degree programmes (Bachelor, Master and PhD) that are available fully in English. Only in TUT you can study innovative programmes like Cyber Security, Health Care Technology or Design and Engineering that are unique all over the world!

TUT is the only university in Estonia that has an office in Silicon Valley, California which offers internship possibilities for our students. The cooperation with world's top universities gives students the chance to study there as an exchange student.

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Degree from TUT can also be the basis for further academic work; graduates of TUT have been admitted to Oxford University, Harvard University, Brown University, University of California Berkeley, the University of London, University of Mannheim, Chalmers University of Technology, KTH, Aalto University, St. Gallen University, University of Southern Denmark and other renowned academic institutions.

Accommodation

Accommodation is arranged on Tallinn Tech campus at an academic hostel; classrooms and other Tallinn Tech facilities are within 5-minute walking distance:

- ✓ Rooms are newly renovated
- ✓ Equipped with furniture, bed sheets and towels
- ✓ Complimentary high-speed internet connection
- ✓ Twin rooms with a kitchen and bathroom
- ✓ Easy access to public transportation
- ✓ Green surroundings – parks and forests around the campus

Accommodation price: **20€** for a single room (per night), **10€** for a shared room (per night).

Payment for accommodation can be done upon arrival.

Meals

University canteen is open daily; a food store is within a walking distance, cooking facilities are provided at the hostel. Typical hot meals in Estonia cost **2.50€ – 3€**.

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Profitable Campaign for Distinguished Partners:

Early Bird registration deadline: **01 April 2013**

Registration deadline 31 May 2013

Special offer before 30th April 2013:

One course: 390 EUR

Two courses: 730 EUR

Three courses: 990 EUR

Regular registration fee, 1st May – 31st May 2013:

One course: 490 EUR

Two courses: 930 EUR

Three courses 1290 EUR

Late registration fee, 1st June – 27th June 2013:

One course: 590 EUR

Two courses: 1100 EUR

Three courses: 1590 EUR

Motivation system for participants:

“Bring friends with you” campaign:

- Group discount for group consisting of 3 students – **100% discount for student who brings 3 students, 10% discount for all students**
- Group discount for group consisting of 5 students – **100% discount for student who brings 5 students, 20% discount for all students**
- Group discount for group consisting of 10 students – **100% discount + free plane tickets for student who brings 10 students, 30 % discount for all students**

Filling in the application form, please fill in the blank “where did you get information” – **this how we get all the names of your friends!**

Scholarship campaign 100% - European Innovation Academy gives out every year 3 scholarships for the most motivated students (Scholarship application + Motivation letter). **Scholarship covers the total fee of European Innovation Academy.**

Scholarship campaign 50% - European Innovation Academy gives out every year 10 scholarships (50% discount) for motivated students (scholarship application). Scholarship covers 50% of the fee of European Innovation Academy.

Motivation system for professors/instructors to take part of European Innovation Academy for free!

Opportunity to take part of European Innovation Academy for free!

“Boost up students creativity” campaign 100% - Group consisting of 10 students allows professor/university staff/instructor/team leader to have a **free trip to European Innovation Academy (airline tickets, accommodation)**.

Boost up students creativity and spend an incredible summer in Europe!

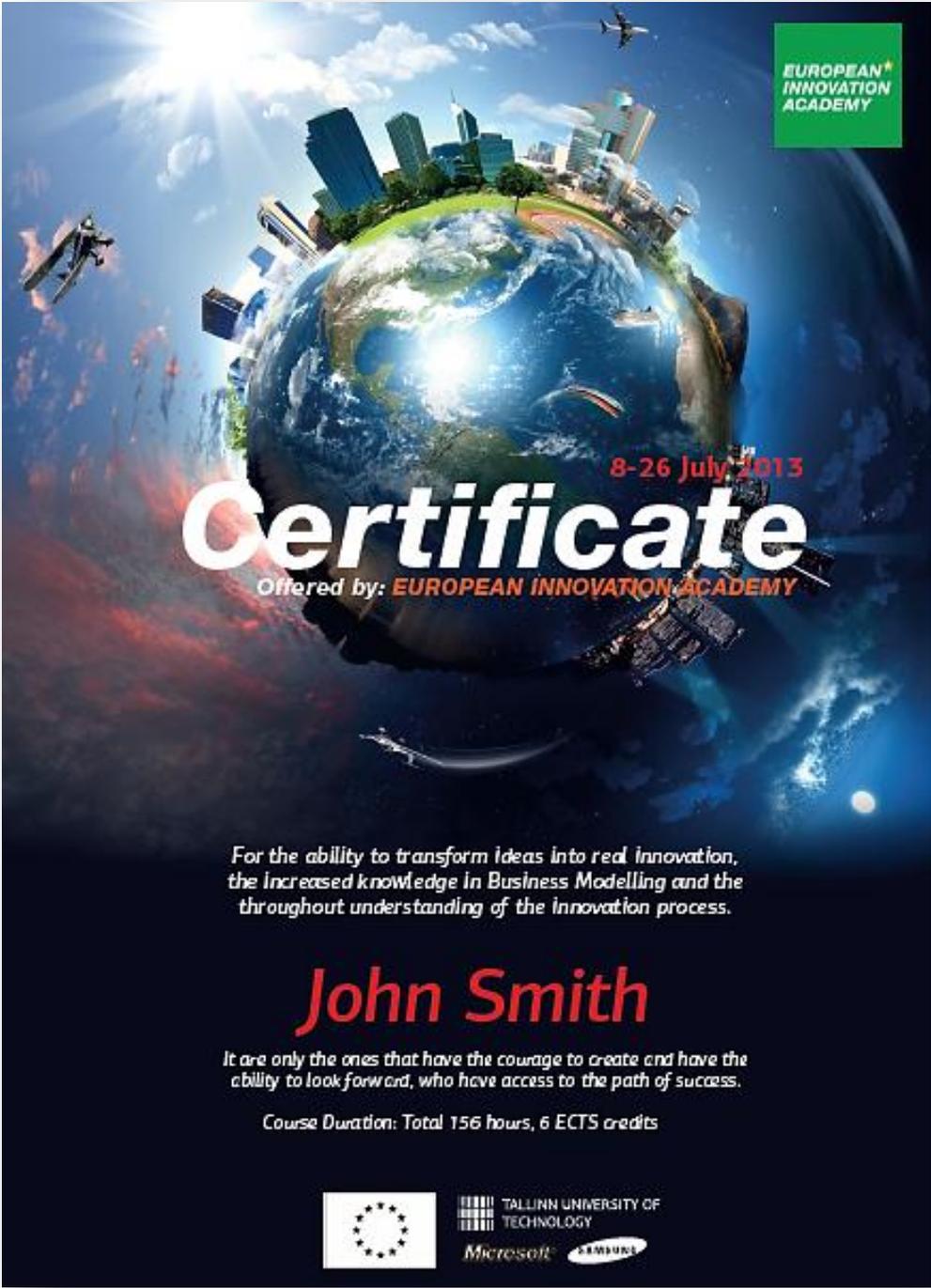
Contact:

More information regarding the program:

<http://www.ttu.ee/eia2013>

CMO, Ms. Anni Sinijärv, anni.sinijarv@ttu.ee

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EUROPEAN
INNOVATION
ACADEMY

8-26 July 2013

Certificate

Offered by: EUROPEAN INNOVATION ACADEMY

*For the ability to transform ideas into real innovation,
the increased knowledge in Business Modelling and the
thorough understanding of the innovation process.*

John Smith

*It are only the ones that have the courage to create and have the
ability to look forward, who have access to the path of success.*

Course Duration: Total 156 hours, 6 ECTS credits



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