

## SYLLABUS

### Course title:

Entrepreneurship, Project Management and Intellectual Property

### Course code:

ETE6051

### Offered in the term:

Summer 2019

### Number of credits:

2

<b>Schedule:</b>	<b>9:00 am – 12:00 pm</b> <b>1:30 – 4:30 pm</b>	<b>Dates:</b>	<b>June 17, 2019 to</b> <b>June 21, 2019</b>	<b>Room:</b>	<b>2416</b>
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### LEADING PROFESSOR

Patrick Drogui

### OTHER PARTICIPATING PROFESSORS (WHEN APPLICABLE)

Carole Parent et Luc Savard

### COURSE OVERVIEW

This course will help the students understand the different types of intellectual property and identify patent opportunities. Moreover, this formation on entrepreneurship, offered in collaboration with industry, will initiate the students to business creation and to industrial project management.

### LEARNING OBJECTIVES

The course objectives are: (1) to initiate the student to entrepreneurship, (2) to initiate the students to industrial project management, and (3) to teach the different types of intellectual property in the context of industrial projects.

### COURSE CONTENT

<b>Part 1 - Entrepreneurship (12h)</b>		
Luc Savard		
<b>June 17</b>	Creating a business: Why and under which conditions?	3h

<b>AM</b>		
<b>June 17 PM</b>	Is it a real business opportunity (meets a need, brings an advantage, sufficient market, sustainable competition)	3h
<b>June 18 AM</b>	The road to entrepreneurship (business plan, legal organisation, physical organisation, marketing, and financing)	3h
<b>June 18 PM</b>	Examples of business successes in water treatment and management	1:30-3:00 PM : Sonja Behmel – WaterShed Monitoring  3:00 – 4:30 PM : To specify
	<b>Homework</b> Review quiz on Part 1	
<b>Part 2: Project management (6h)</b>		
<b>June 19</b>	Quiz on Part 1 to be handed	
<b>June 19</b>	Basic concepts in project management	1h
<b>June 19</b>	Roles and responsibilities	0.5h
<b>June 19</b>	Project management steps <ul style="list-style-type: none"> <li>• starting</li> <li>• planning</li> <li>• realization, monitoring, and control</li> <li>• closing</li> </ul>	2.5h
<b>June 19</b>	Support process	1.5 h
<b>June 19</b>	Conclusion and exchanges	0.5 h
<b>June 19</b>	<b>Homework</b> Review quiz on Part 2	
<b>Part 3: Intellectual property (3h)</b>		
Carole Parent		
<b>June 20 AM</b>	Quiz on Part 2 to be handed	
<b>June 20 AM</b>	Understand intellectual property issues related to a business project. How protecting intellectual property can add value to a business.	1h
<b>June 20 AM</b>	Introduction to the different types of intellectual property and corresponding methods of protection. Discussion on the use of a mixed strategy for protection.	1h
<b>June 20 AM</b>	More information to help choose a strategy adapted to a business project and the market targeted; industrial secret; copyright (software), and patent.	1h
<b>June 20 AM</b>	<b>Homework</b> Review quiz on Part 3	

<b>June 20 PM</b>	<b>Practical exercise</b> Case study summarizing the three parts of the course	3h
<b>June 21</b>	Quiz on Part 3 to be handed <b>Practical exercise</b> Case study: Presentation of a business model and drafting of a proposal	6h

#### **COURSE MATERIAL AND APPROACH**

Theoretical courses will be prepared in PowerPoint and provided to the students.

#### **EVALUATION**

Case studies summarizing the three parts of the course: Presentation of a business model and drafting of a proposal  
Quiz synthesizing the different elements seen in each part of the course.