

Steinbeis  
Global  
Institute  
Tübingen



Steinbeis-  
University  
Berlin  
SHB



Certified Course of Advanced Studies (CAS)

## Technology Transfer

4 Modules | 21 Webinars and 5 interactive Web-Based trainings with self-studies

**Programme co-ordinator**

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin



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In co-operation with



# Certified Course “Technology Transfer“

## Certified Course „Technology Transfer

Nowadays management cannot ignore the growing impact of 'technology factor'. Technologies are becoming more important at all levels of personal life and business. Regardless of a business sector belonging or functional specifics of applied technologies, the level of organizational efficiency, quality, and productivity of B2C (business to customer) and B2B (business-to-business) connections are largely affected by the choice and way of the used/applied technologies within a company/ organization. In other words, the technology themselves and way of their application may vary significantly in each particular business case. Nevertheless, their efficient use as result of a well-planned and productively implemented management activity are critical conditions for the real competitiveness in terms of almost any modern enterprises.

In other words, nowadays it is just not enough simply use technologies. Due to the rapid pace of technologies upgrading, their variety and growing complexity, the effectiveness of business processes increasingly depends on competent technology management at the organizational level. It means not only efficiently apply already used technology, but also constantly improve their performance and harmonize technological perspective with others aspects of organizational functioning.

As a result the 'technology management process' is getting an integrative part of general business activity and strategy not only in terms of large corporations, but increasingly regarding small and middle scale business.

A number of experts state that quite often innovations can be created as a result of the already existing technological knowledge reconstruction and its adaptation to the new socio-economic conditions. It means appearing of new perspectives on the already well-known issues and problems. In this term, the technology transfer concept is a quite efficient way for transformation and new knowledge obtaining. Nowadays international co-operations, innovation clusters and R&D activities are highly affected by the ability to implement an efficient and sustainable technology transfer process.

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### Module 1: Technology transfer and espionage

Definition of technology transfer # Technology transfer process and models # Methods of technology transfer # Transfer with universities #

Possibilities of research funding # Types of espionage # Defence and avoidance strategies of espionage # Differentiation between market research and espionage

- Seminar/Webinars/WBTs: 18 hours

### Sub-Module 1-1: Scientific work

The Sub-module “Scientific work” is a basic element of each SGIT course. It provides the basic principles and instructions for transfer and project papers (TA and PSA) writing, as well as for an efficient preparing for the interactive tests and exams. **Core topics:** Scientific work process (its main steps, core principles, and standards) # The core requirements for the educational tasks of the course sufficient realization # Examples and templates for the TA/PSA efficient writing and successful passing the oral examination.

- Webinars/WBTs: 5 hours
- Interactive test (integrated into WBT)

### Module 2: The role of International patent & licensing law for the technology transfer process

Patent Law # International contract and licensing law # Environmental and product liability Law # Intellectual property (national/international) # Basic of the mediation process

- Seminar/Webinars/WBTs: 18 hours

### Module 3: Importance of the reverse innovation and the role of (Hidden) CTOs in the R&D projects and technology transfer processes

Properties of frugal innovations # Building international research cooperation # The role of (Hidden) Chief Technology Officers in the technology transfer process Team Management

- Seminar/Webinars/WBTs: 18 hours

### Module 4: Technology strategy and strategic business development

Technology strategy conception development in the international business frameworks # Linking the technology strategy with the Porter's generic strategies # Technology management and strategic business development in the digital age (based on the IMLead ® concept) # International marketing of technologies

- Seminar/Webinars/WBTs: 18 hours
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# Certified Course “Technology Transfer“

## Target Group

The course is aimed mainly at persons who are responsible for the technology management activities in companies and organizations, as well as persons who initiate and accompany the technology transfer in the global environment as group or project managers and/or process managers and/or executives related to the R&D activity.

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## Qualification aim

The participants get to know different types of innovations and their classification, get an overview of tools for the evaluation of ideas and technologies and process steps from their idea to the finished development result. They learn methods for involving employees in innovation processes by creating a culture of innovation, overcoming resistance and are able to define the forces that promote or hinder change. They know the most important promoters of innovations and are able to assess their integrated interaction for successful business development. The participants acquire methodological competence for successful idea and innovation management, recognize the interaction of all elements treated and can directly apply the methods learned in practice.

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## Management

Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin SHB | SGIT Steinbeis Global Institute Tübingen

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## Experts, Professors and practical experts with experience in teaching

- Prof. Dr. Bertram Lohmüller, Steinbeis University Berlin | Steinbeis Global Institute Tübingen
  - Dr. Andreas Frost, Lawyer and Mediator, Specialisation in International Business Relations, Reutlingen
  - Dr. Alexander Petrikhin, Steinbeis University Berlin | Steinbeis Global Institute Tübingen, Distance-learning (Web-Based Trainings)
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## Coaching

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

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## Workload

The training course „Technology Transfer“ is certified by Steinbeis Akademie of Steinbeis University Berlin with a total workload of 221 hours

The workload is as follows:

- 77 hours seminar time
  - 108 hours self-study time based on the provided by SGIT study materials
  - 36 hours transfer time for writing a transfer paper. The volume of the transfer paper (TA) is about 6 pages plus appendices.
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## Course structure

Webinars and interactive web-based trainings have a duration of about 3 hours. Webinars have fixed dates: Access to interactive WBTs is open during the whole course and working time is flexible.

### Module 1

- *Webinar 1:* « Idea & Innovation management - introduction»
- WBT-Course «Idea & Innovation management»
- *Webinar 2:* «Innovation management»
- «Change- and Mis-Management»
- *Webinar 3:* Webinar 4: «Innovations promoters»
- *Webinar 5:* «Organizational innovations»

### Sub-Module 1-1

- *Webinar:* "The scientific work Fundamentals" WBT-Session: "Scientific Work -Basics"

### Module 2

- *Webinar 1:* «Five-field innovation model»
- WBT-Course «Idea & Innovation management»
- Webinar 2: «R&D projects as a basis for industrial innovativeness»
- *Webinar 3:* «IQHelix concept for idea assessment»
- *Webinar 4:* «Innovations and megatrends»

# Certified Course “Technology Transfer“

- WBT-Session «Organizational innovations as a result of Management & Leadership integration»

## Module 3

- Webinar 1: «Idea generation & employee motivation»
- WBT-Course «Idea & Innovation management»
- Webinar 2: «Idea-Product process»
- Webinar 3: «Clusters as innovations promoters»
- Webinar 4: «Design and creativity»
- *Webinar 5*: «Business Processes & Innovation Management»

## Module 4

- *Webinar 1*: «Innovation management via IMLead® concept 1»
- *WBT-Course* «Idea & Innovation management»
- Webinar 2: «Innovation management via IMLead® concept 2»
- *Webinar 3*: «Innovation management via IMLead® concept 3»
- *Webinar 4*: «Innovation management via IMLead® concept 4»
- Webinar 5: «Innovation management via IMLead® concept 5»

## Transfer Paper

Latest submission deadline of transfer paper is 2 weeks after the last module

## Registration & Information:

The course registration can be done online. The registration form can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Course Fee

Course fee for all 4 modules is € 2100.-  
As the course is an academic course, the course is tax free.

## Certificate of Advanced Studies (CAS)

Basis for the CAS is the creation of a transfer paper (TA) according to the specifications of the Steinbeis University Berlin with approx. 6 pages and evaluation of the work.

## Organization

The course is conducted in distance learning and self-study phases with optional residential seminars.

The attendance phases are carried out by experts from companies and universities and practical relevance is ensured. The ability to cooperate, interact and work in teams is trained in group work, case studies, role-plays, etc. Through this action-oriented form of learning and the shared experience of learning progress, a consistently high level of motivation is achieved.

## Starting Times

The course is a circular course and application is possible during the year. It is offered as a distance learning course.

Recommended duration of the course is 4 months.

Flexible Start Date

More information at [steinbeis.education](http://steinbeis.education)

Internationally also customized courses are conducted with other starting dates.

For detailed timetable please contact [cornelia.roehm@steinbeis.education](mailto:cornelia.roehm@steinbeis.education)

## Application procedure

The General Terms and Conditions of Steinbeis Global Institute Tübingen are applied and can be downloaded from [www.steinbeis.education](http://www.steinbeis.education)

## Contact

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