



Contribution ID: 23

Type: **not specified**

Business strategies in high-innovation potential areas (Nanotechnology, Industry 4.0, Artificial intelligence)

Wednesday, 12 July 2023 09:00 (3 hours)

This course aims to equip students with knowledge and skills in business strategy development and management process of its implementation in high-innovation potential areas (Nanotechnology, Industry 4.0, Artificial intelligence). This course focuses on strategic analysis, strategic planning, developing and implementing strategies.

objectives:

1. A comprehensive overview of business strategies in high-innovation potential areas (Nanotechnology, Industry 4.0, Artificial intelligence)
2. A comprehensive overview of key methods in business strategic analysis in high-innovation potential areas
3. Practical skills for business strategic analysis in high-innovation potential areas
4. Practical skills for formulating the vision, mission, objectives and road map in startups in high-innovation potential areas
5. Practical skills for building a business model canvas for startups in high-innovation potential areas

outcomes:

1. Understanding the importance of business planning in the process of creating startups
2. Students will be able to perform the business strategic analysis in high-innovation potential areas.
3. Students will be able to formulate the vision, mission, objectives and road map in startups in high-innovation potential areas
4. Students will be able to build a business model canvas for startups in high-innovation potential areas.
5. Mini-Internship to get started with business strategic planning in startups in Nanotechnology, Industry 4.0, Artificial intelligence

Primary author: YAKUBIV, Valentina

Co-author: MOKOREL, Simon (RRA)

Presenter: YAKUBIV, Valentina

Session Classification: Entrepreneurship and Innovation