

Course announcement

Academic research, innovation and technology transfer mindset

1 ECTS

Prof. Lisa Elviri

University of Parma

Approximative scheduling: February 2020

To attend the course please contact Prof. Lisa Elviri

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Course description

This course aims to lead the PhD student through the basic concepts of understanding the potential of scientific innovation to create value for society. Skills at developing its own academic profile, powering new ideas and research delivery, and implementing technology transfer will be provided.

- What is innovation. Comparison of innovation to existing solutions. The impact of scientific and technological results on economy and society. Case studies in the Pharma-Biotech and other contexts. (2 hours)
- Communicating innovation. Simulation of communication plans required in the different target destination. Key messages. (2 hours)
- Skills to guide a professional scientific career to the market. Assessment of the economic potential of your idea. Start-up and new business: description, challenges, risks and available instruments. (2 hours)