Thematic Learning Area: Entrepreneurship

To help you make informed choices regarding broadening electives, within each TLA a number of learning paths are offered. A learning path is a coherent selection of TLA electives across departments, grouped around one TLA subtheme. The learning paths within a TLA are based on the assumed amount of pre-knowledge, indicating that familiar programs have better access. This means some learning paths are specifically accessible for students from one department, whereas another learning path suits best for students from another department. If you have met the expected pre-knowledge, for instance by following the requested 'stem courses' or deficiencies in another way, the relevant electives are accessible also. You can make well-informed choices by either choosing preferred but not necessarily related electives, or by choosing a pre-defined learning path. Combinations of learning paths or self-selected electives are also possible.

Entrepreneurship	
Description of the content	The TLA Entrepreneurship represents bachelor electives dedicated to understanding the process of technology commercialization, either by means of setting up a new start-up or within an existing organization. Technology commercialization refers the process by which technology-intensive opportunities to create future goods and services are discovered and translated into viable business models, it thus spans the entire journey from new discoveries in the lab to introducing novel tech-based solutions in the market. The electives in this thematic learning area introduce students to the business aspects of innovation and help students develop an understanding of how businesses operate and make innovation happen and ultimately contribute to solving grand societal challenges such as climate change, aging population etc.
Offered by	IE&IS, BE, ID
Language	English
Contact person	Annelies Bobelyn – A.S.A.Bobelyn@tue.nl Gert Guri – G.Guri@tue.nl

Learning path 1

1. Entrepreneurship in Action

Course code	Course name	Link to course catalogue
1ZK30	Entrepreneurship in Action: ideation	
1ZK40	Entrepreneurship in Action: Business development	

Learning path 2

2. Entrepreneurship & Innovation – corporate perspective

Course code	Course name	Link to course catalogue
1ZV50	Fundamentals of product innovation	
1ZK20	Sustainability perspectives on product innovation	
1ZV70	Strategic & organizational perspectives on product	

Learning path 3

3. Patents & Standards

Course code	Course name	Link to course catalogue
0SEUB0	Patents Design Rights & Standards exploration course	
0SSUC0	Patents Design Rights & Standards specialization course	
0SAUC0	Patents Design Rights & Standards Project	

Learning path 4

4. New product marketing

Course code	Course name	Link to course catalogue
1ZEUA0	New Product Marketing	
1ZAUC0	Marketing in Action	
1ZV20	Marketing perspectives on product innovation	

Additional Entrepreneurship TLA Courses related to other themes

Course code	Course name	Link to course catalogue
1ZMETU10	EuroTech Collider	
JBE150	Data driven business creation	
JBE140	Business Insights and networks	
JBL110	Innovation Regulation	
JBC000	Cognitive Science and AI	
DBSU10	Designing connected experiences	
DBB220	Intelligent interactive products	
6BER06	Energy conversion and storage	
1ZAUA0	Innovating by design	
0SV00	Sustainable development in a global context	
0SV130	Global sustainability and innovation	
0SV20	From industrial ecology to circular economy	
0SV10	Sustainable technology in society	
0SV40	Managing sustainable technologies	

Additional information
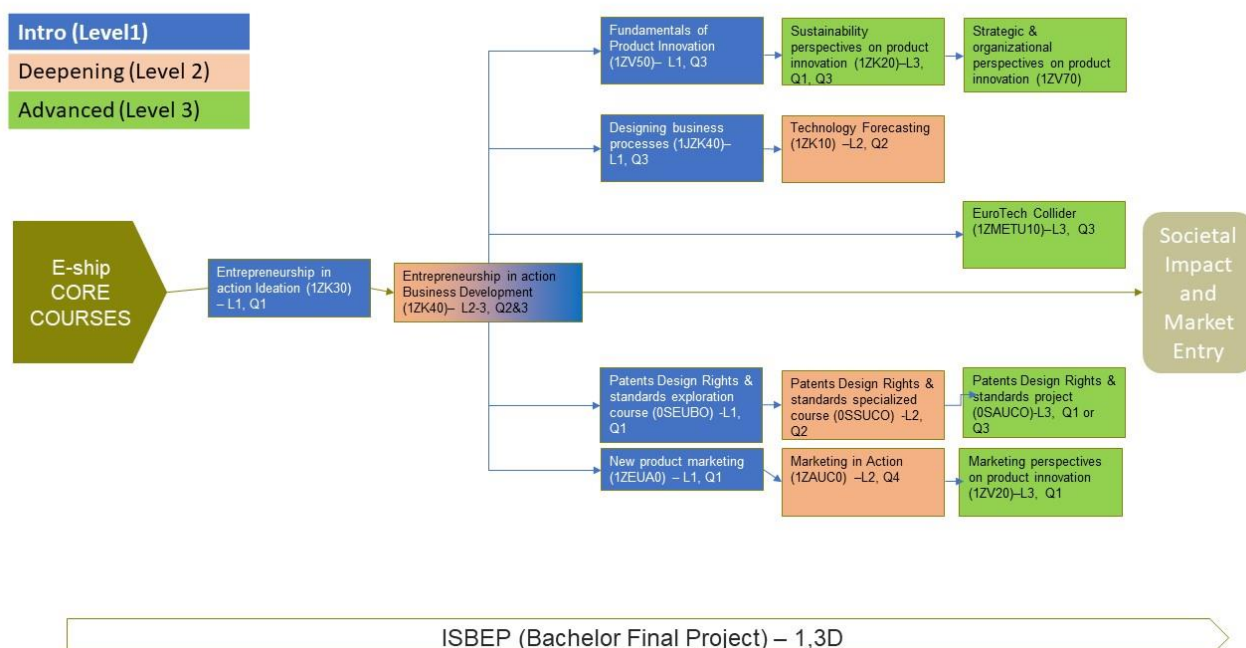
Technology and Entrepreneurship

- Data Driven Business Creation (JBE150)–L2, Q2
- Business Insights and networks (JBE140)–L2, Q1
- Innovation Regulation (JBL110)-L2, Q1

AI and Entrepreneurship

- Cognitive Science and AI (JBC000)-L1, Q3
- Designing Connected Experiences (DBSU10)-L2, Q3
- Intelligent interactive products (DBB220)-L3, Q4

Thematic Learning Area: Entrepreneurship

Energy and Entrepreneurship
→ Energy conversion and storage (6BER06) – 1C

Design and Entrepreneurship
→ Innovating by design (1ZAUA0)-L3, Q3

Entrepreneurship and Sustainability
- Sustainable development in a global context (0SV00) – 1D – L1 → Global sustainability and innovation (0SV130) – 3B – L2
- From industrial ecology to circular economy (0SV20) - 3A – L1
- Sustainable Technology in Society (0SV10) – 2D – L1 → Managing sustainable technologies (0SV40) – 1E, 4A – L2