

INVENT

Promotion of Innovation Culture
in the Higher Education in Jordan

Final Meeting

September, 25-28, 2018

Leipzig University of Applied Sciences
(HTWK Leipzig)

Dr. Riyadh Qashi



Co-funded by the
Erasmus+ Programme
of the European Union

- **Participating in the kick off meeting Kick off Meeting, Dead Sea, February 20-23, 2016**
- Presentation about HTWK Leipzig and the role of HTWK in the Project
- The role of our university in the project is to provide Jordanian partners with advanced knowledge and experience in the field of technology transfer and strengthening the University – Company cooperation.
- Participating in the meeting in Porto

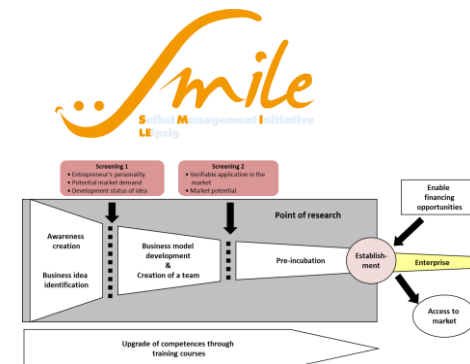


- Organised Management and Training meeting in Leipzig



Persentaion about innovation and Technology trasfer from:

- Staff members from HTWK Leipzig
- Innovation and Start-up in University of Leipzig
Students, graduates, and academic personnel who have entrepreneurial ambitions receive support in the form of individual coaching sessions on various aspects of the prestart-up phase

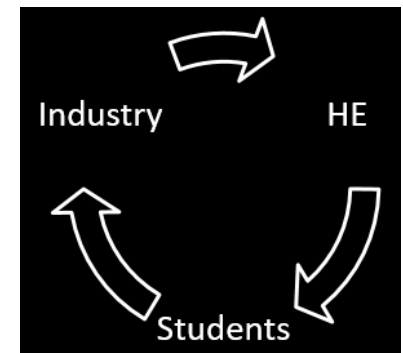


➤ Leipzig Fund for Technology Transfer

- Improve framework conditions for innovation and new technologies in the economy.
- Support science and research in the transfer of scientific knowledge into the economy. support professional, technology-oriented education

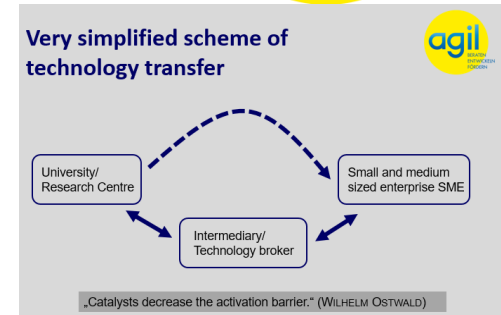


➤ Deutsche Telekom (HfTL)



➤ Technology Transfer – Transformation of Knowledge to Money

- **Know-how transfer and coaching for technology and research oriented enterprises:**
 - **Innovation** Scouting – Funding advisory services – Project management – IPR support
 - **Technology transfer** Academia – Enterprise – Market
 - **Management** Decision making structures – Quality – Standards – CE marking



- **Organising study visit to innovation centers in Leipzig to ISTT: Innovative Surgical Training Technologies (research center at HTWK)**



ICCAS: Innovation Center Computer Assisted Surgery



Robotic center at HTWK



- Hosted a group of Jordanian students for 2-weeks training course.
- The aim of the training was to arm students with innovative knowledge and skills.
- We arrange study visits to Leipzig innovation companies, such as: LEX, ADMIT, Research Center of HTWK.
- All the students were awarded with Certificates of training completion.



- Training in models of marketing and sales of professional services, including marketing and sales of professional services in the IT industry
- Training in models of personal sales communication in B-to-B contexts.
- Training in individual and group decision styles and organisational culture.
- Training in internationalization and market entry strategies for small and medium businesses
- Visit HfTL, training on E-Learning , Learning Management System, Distance Learning



- Roberta: Roberta Instructor Training (Innovation HTWK Leipzig)
- Innovation: LeFx Case Study Innovation in HTWK Leipzig, cooperation between HTWK and enterprises
- Lean Management- Development of Lean Management, Lean principles
- Innovation in HTWK Leipzig Visualization in medicine, biology and engineering, Image processing in biology and medicine
- Selbst Management Initiative Leipzig (Smile): Recognizing + Discovering Potentials and Aptitudes, Expanding + Developing Potentials and Aptitudes, Realizing+ Using Potentials and Aptitudes
- Visit Leipzig University, innovation centers and Discussion

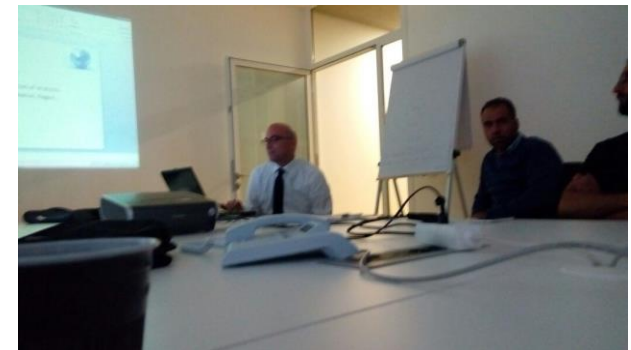


- Zeinab Suleiman Ahmad Salman zeinab.salman@hotmail.com
- Ghadeer Jihad Mousa Al-Sheikh sweetgj1996@gmail.com
- Mu'taz Ghazi Falah Aletein mutazalotein@yahoo.com
- Khalil Khaled Younes Saleh khalil.saleh.biochemists@gmail.com
- Omar Ahmad Rasmi Maqbul omar.maqboul@outlook.com
- Murad Mahmoud Ali Bani Hamad murad@dos.gkv.jo
- Ibrahim Mohammad Ibrahim Damra ibrahimdamra97@gmail.com
- Mohammad Adel Mahmoud Al-Salhi assalhym@yahoo.com
- Hebah Thahabi hebahdahabi@gmail.com
- Mu'taz Abdulhafez Shaheen Al-Muhtaseb
- Dina saad Fayez Jabeer



Models of marketing and sales of professional services, including marketing and sales of professional services in the IT industry

- If you don't understand people, you don't understand business
 - order to make a successful marketing/promotion strategy a person have to take the time to understand how people think as individuals, groups or even cultures
 - The ultimate goal for any marketing strategy is to make people "decide" to choose a product/service
 - people can be categorized into five groups: decisive, flexible, hierarchic, integrative and systemic.
 - People of each category have their own characteristics, some of them are advantages and some of them are disadvantages.
 - Each category requires a special method to communicate with



- Applications of decision making styles in business and entrepreneurship:
 - decisive people, flexible people, hierarchic people, integrative people have different styles. This helps defining the target market for a product/service and designing a product/service to meet a special need for a specific decision making style.
 - Investors from each decision making category tend to invest in different stages of a business such as seed, start up, mature and exit
 - The difference between speculation and investing.

Students have learned how to market a product/service to each and every category of these five so that the whole target market could be covered, and that was discussed in the second lecture.



Models of personal sales communication in B-to-B contexts

- Strategic career model
- Definition of career
- People categories, according to how they want to build their career (expert, linear, spiral and transitory)
- People of each group have different goals and driven by different motives
- Important for every person to know what category they belong to, for choosing the career that fits them the most.



Training in individual and group decision styles and organisational culture

- Review the documents needed for employment applying: cover letter, motivation letter, table CV and explained CV
- Detailed description of cover letter
- Detailed description of CV
- Detailed description of motivation letter/letter of interest



Training in individual and group decision styles and organisational culture

- Consulting as a "helping tool" in solving the problems for the clients (advising).
- Definition "problem", discussion on the meaning of a problem: this is an obstacle that prevents a person from achieving goals, or simply, a reason to react.
- Categories of problems and difference between a problem and a symptom.
- Situations, that the consultant faces to solve clients problems.



Training in internationalization and market entry strategies for small and medium businesses

- Innovation, its definition and different approaches to innovations.
- The psychological approaches such as gestalt and cognitive (trying to look at things differently).
- The analytical approaches, such as: means-purpose schemes, falsification and pyramidal thinking.



Training in internationalization and market entry strategies for small and medium businesses

- The pyramidal thinking, which means breaking down the problem into smaller elements and then breaking these elements into smaller ones and so on, so that each element is totally different and distinctive from the other (mutually exclusive).
- Students made a comparison between two different terms: innovation and compliance. Innovation means going against laws, rules and maybe customs (breaking the rules, in a good way of course), and usually associated with creativity, renewability and entrepreneurship (innovation is the task of the entrepreneur). While compliance means adhering too much to laws, guidelines, rules and often associated with lack of creativity and lack of new ideas



Visit HfTL, Training on E-Learning , Learning Management System, Distance Learning

- Learning Management System Distance Learning in HfTL (University Information and Communication Technology Leipzig)
- Examination students CVs, pointing out mistakes.
- Students CVs correcting in terms of format, design and content.
- Participate in Master degree defense at HfTL

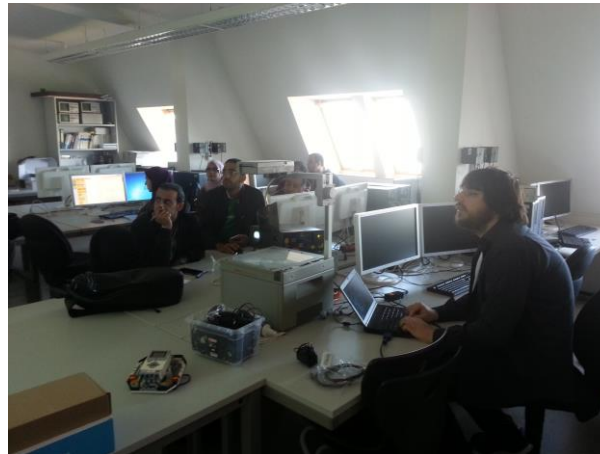
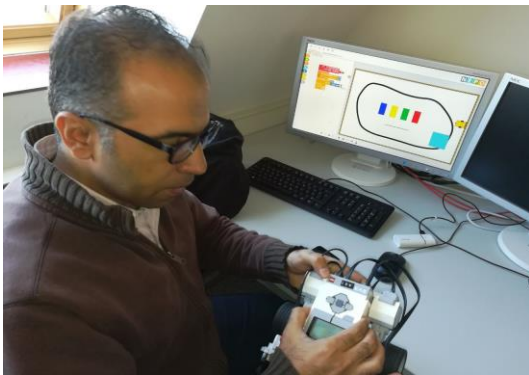


- Leipzig sightseeing: visiting city centre, Zoo Leipzig, University of Leipzig, Panorama Tower.
- Journey to Dresden.



Roberta: Roberta Instructor Training (Innovation HTWK Leipzig)

- Practical session with Roberta Academy: Robotics, introduction to programming, software NEPO.



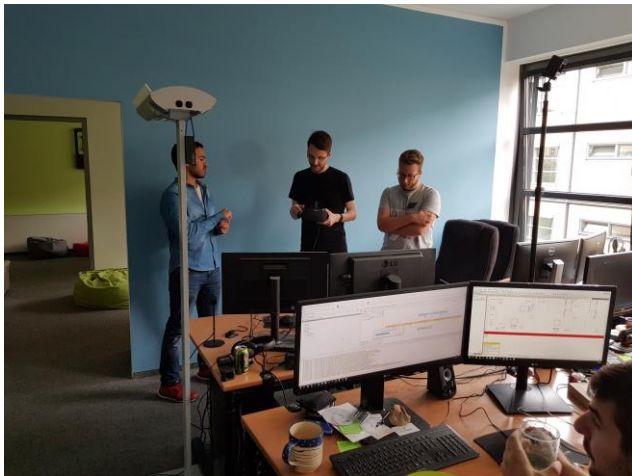
- Visit Nao Team research lab.
- Demonstration robot playing football.
- Presentation Robocup - robots' football championship.



- Presentation about studying and working opportunities in Germany
- Start ups in Germany



Visit and Discussion: LEX Case Study Innovation in HTWK Leipzig, cooperation between HTWK and enterprises



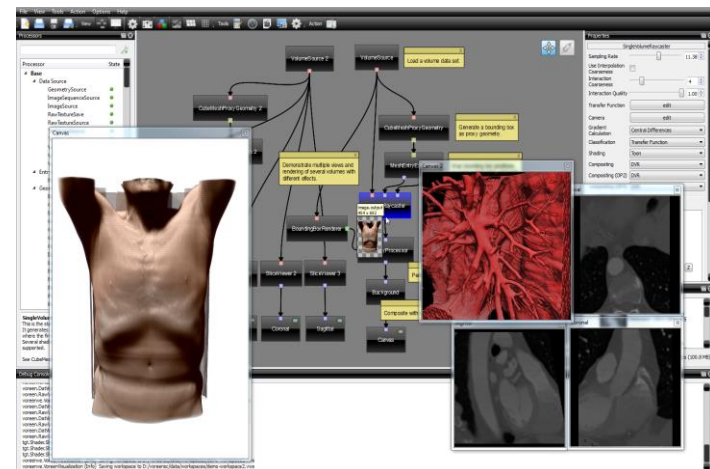
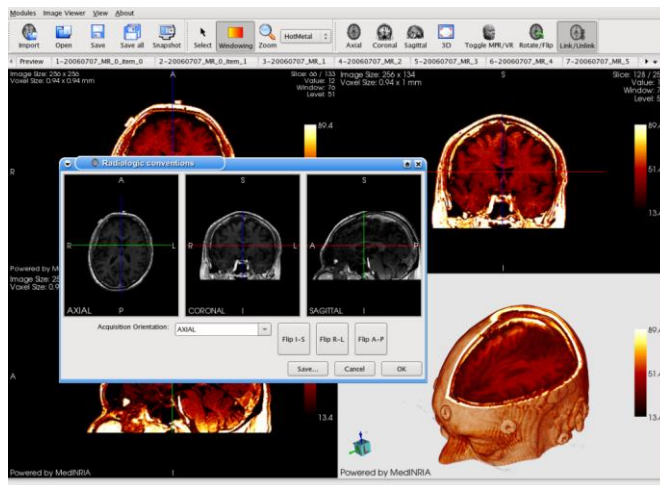
Lean Management- Development of Lean Management, Lean principles (customer value, value stream, flow, pull, perfection)

- Development of Lean Management theory
- Lean principles, customer value, value stream, flow organization, pull the product/ service, continuous improvements, losses disposal, JIT (Just In Time) and TPM (Total Production Maintenance) concepts



Innovation in HTWK Leipzig: Visualization in medicine, biology and engineering, Image processing in biology, medicine

- University of Leipzig PhD students presentations:
 - Project on brain electrical stimulation
 - Project on image processing, cell migration and cell adhesion.



Selbst Management

- Lecture on innovative entrepreneurship initiative in Leipzig
SMILE: Selbst Management Initiative Leipzig
- Teaching and training who has a business idea to planning, marketing, presenting and etc. to convert their ideas into real businesses.
- SMILE serves people with the help of many experienced coaches.



www.smile.uni-leipzig.de



Co-funded by the
Erasmus+ Programme
of the European Union

- Yearly competition "LIFE", where the competitors have the chance to pitch their ideas in front of many investors, businessmen, and politicians.
- 1.000th EXIST Business Start-up grant for graduates from Leipzig University



- Certificates and group pictures



- Tour around Leipzig: visit the University of Leipzig, the city centre and other city attractions



Thank you for your attention

