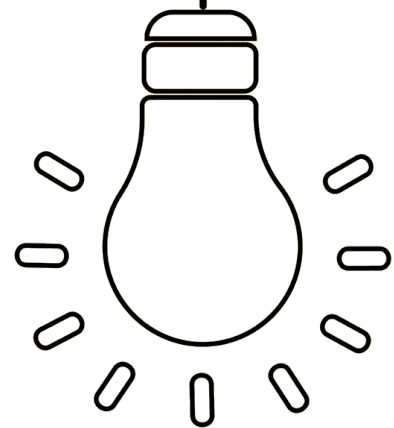




Quarter Course

INNOVATION, ENTREPRENEURSHIP AND LEADERSHIP

WINTER 2023
CERTIFIED WITH 30 HOURS



<https://www.imfahe.org/imfahe-international-quarter-courses/>

Syllabus Quarter Course Innovation, Entrepreneurship and Leadership

COURSE DIRECTORS

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COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education (IMFAHE) works together with its partnered universities to provide the students with an online education of excellence.

IMFAHE is aware of the importance of exposing these students and young professionals in the early phases of their career development to up-to-date information about how to become innovators, entrepreneurs and leaders. The sooner they have this information, the earlier they will take action toward having a successful career with a positive impact on the society.

GRADING POLICY & REQUIREMENTS

This course is graded on a pass/fail basis. In order to receive a grade of "pass", students must fulfill the 3 following requirements.

LEARNING OBJECTIVES

1

WHY & HOW TO BECOME AN INNOVATOR

Importance of Innovation
&
Idea Generation

2

DEVELOP YOUR IDEA

Test your Idea
Create a Business Plan
&
Protect your Idea

3

SELL YOUR IDEA

Pitch your Idea
Brand your Idea
&
Attract Investors

4

LEADERSHIP

Learn skills for how to become a
leader, not a boss. Global Leaderships
&
Examples of Successful Leaders

1

Attend the Live Masterclasses

or watch the recorded
sessions and complete
the visualization
survey if the live
session was not
attended

2

Watch the Recorded Masterclasses

and complete the
visualization
survey for these
masterclasses

3

Complete the Practical Exercises

and put into practice
what you learned
through the
Masterclasses

LIVE MASTERCLASSES

Zoom link for the live Masterclasses:

<https://us02web.zoom.us/j/538787747>

Will take place at the indicated times in the table

1 Attend the Live Masterclasses or watch the recorded sessions and complete the visualization survey if the live session was not attended

Time & Date	Masterclass	Speaker
Jan 19 (2:30pm Madrid Time)	Impact the world with your ideas. Video Link: (available on the web after the session) Visualization survey: (available on the web after the session)	Javier Agüera Inventor and entrepreneur <ul style="list-style-type: none"> • TIME Magazine's Best 25 Inventions 2014 • MIT Technology Review Top 10 Breakthrough Technologies 2014 • Forbes 30 under 30 innovator 2016 Boston, USA.
Feb 9 (2:30pm Madrid Time)	Patent your ideas. Video Link: (available on the web after the session) Visualization survey: (available on the web after the session)	Marta López de Rego Lage Spanish Office for Patents and Trademarks, Spanish Government (Madrid)

Ideation Session

Feb 26th, 7pm Madrid Time

Note: This is a fully practical session and will NOT be recorded

Registration/Access link

In this practical session you will learn how to pitch your ideas & how to prepare a business plan.

Noelia Lombardo

Harvard MBA, Co-founder VBP and Associate at McKinsey, San Francisco, USA

Ferran Muntaner

MIT MBA, Co-founder VBP and Associate at McKinsey, NY, USA

Each student is expected to attend the live Masterclasses and the Ideation Session at the scheduled times and be ready to discuss each topic with the speakers. Students that cannot make it to a class must watch the recording and complete a visualization survey to verify their visualization. Students that attend live masterclasses do not need to complete the surveys.

RECORDED MASTERCLASSES

Find the links to the recorded masterclasses in the table below



Masterclass

Speaker

INNOVATION

Why and how to become an Innovator & Idea generation as part of the innovation process

[Video Link](#)

[Visualization Survey](#)

Design thinking.

[Video Link](#)

[Visualization Survey](#)

Test your idea

[Video Link](#)

[Visualization Survey](#)

ENTREPRENEURSHIP

Entrepreneurship vs intrapreneurship

[Video Link](#)

[Visualization Survey](#)

Founding a Startup

[Video Link](#)

[Visualization Survey](#)

High performing Team.

[Video Link](#)

[Visualization Survey](#)

LEADERSHIP

Global leadership.

[Video Link](#)

[Visualization Survey](#)

Management 101.

[Video Link](#)

[Visualization Survey](#)

Today's leaders.

[Video Link](#)

[Visualization Survey](#)

Dr. María Soriano Vice President, IMFAHE Foundation (Boston) & **Dr. Joaquín López** Innovation Director, IMFAHE Foundation (Boston)

Noelia Lombardo Harvard MBA & Co-founder VBP

Dr. Jonathan Thon, Co-Founder and former CEO Platelet BioGenesis (Boston, USA)

Alejandro Lechuga, Founder VBP (Germany)

Ricardo Garcia, CEO, Oncoheroes Biosciences (Cambridge, USA)

Alejandro Lechuga, Founder VBP (Germany)

Olmo Vázquez, CEO, Mirai Advisory and Bi Geek (Spain-USA)

Joanne Kamens, Nonprofit Executive (Cambridge, USA)

Rebeca Minguela, CEO, Co-Founder Clarity (New York, USA)

Each student is expected to watch each session and answer the questions of the corresponding visualization survey

PRACTICAL EXERCISES

1. Exercise to promote innovation: Apply the “Catalytic Questioning” method by Hal Gregersen.

Find innovative solutions for a problem/issue/challenge that you are facing at work/in your career/in your professional life (you can also practice the exercise w

3

Complete the Practical Exercises
and put into practice what you learned through the Masterclasses

1. 1. Write down the challenge/problem/issue that you are facing.

1. 2. Write down as many questions as you can related to the challenge. You should invest 15-20 min and generate around 40-50 question (exhaustion).

1. 3. Select 2-3 “catalytic” questions. They must disrupt the status quo, be surprising, generative, uncomfortable but worth time/energy to pursue.

1. 4. Get to work. Describe the actions/work that you plan to carry out to provide answers to the selected questions (what new observations/experiments you need to do, with whom do you need to talk to/network with, money/time investment, etc.).

2. Exercise to promote entrepreneurship: Pitch your idea and prepare your own business plan.

Think about an idea that you are developing or that you would like to develop in the future. Write down an elevator pitch for this idea. After that, draft a business plan for the idea. In order to get the diploma, you should email the elevator pitch and a draft of your business plan to IMFAHE (QC@imfahe.org).

3. Exercise to promote leadership. Put your leadership skills into practice.

Volunteer, coordinate, or lead an initiative to get leadership practice. In order to get the diploma you should email a document to IMFAHE (QC@imfahe.org) that includes 2 projects or initiatives in which you are currently participating (or you are interested to participate in the future), explaining actions that show your leadership skills.

Each student is expected to complete the practical exercises following the guidelines, information and advice presented at the masterclasses.

HOW TO OBTAIN THE DIPLOMA

(Course Certified with 30h Upon Completion)

IMPORTANT NOTE:

Only students and professors from the universities/organizations that collaborate with IMFAHE in the academic year of 2022-23 are eligible to request a diploma. See the logos of the universities below.

HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES in ONLY 1 EMAIL before April 12, 2023 at 14:00 h** (Madrid Time) to **QC@imfahe.org** with the subject line: **[YOUR NAME-UNIVERSITY-QC2-Diploma Request]**.



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