

UL - IPL Empreender



INTERDISCIPLINARY ENTREPRENEURSHIP PROGRAM



For all First Cycle, Masters and PhD Students

Entrepreneurship is defined as the pursuit of Opportunity beyond the Resources you currently control.

This program is designed to introduce entrepreneurship as an approach to value creation. The ability to recognize opportunities and develop new ideas is essential to the entrepreneurial process. Participants will learn the tools needed to build social capital as well as develop a plan for how they can discover, research and obtain feedback on their ideas.

- Granting a Diploma or supplement to First Cycle / Master / Phd Certificate.
 - Open to students teachers and researchers of Universidade de Lisboa, Instituto Politécnico de Lisboa and other Universities.
 - 3 ECTS equivalent.
 - Classes in English; certain written assignments can be delivered in Portuguese.
-

Dates & Times	Location UL & Location IPL	Information & Registration	Fees & Discounts
28-02-2011; 18h-21h 01-03-2011; 18h-21h 14-03-2011; 18h-21h 15-03-2011; 18h-21h 21-03-2011; 18h-21h 22-03-2011; 18h-21h 28-03-2011; 18h-21h 29-03-2011; 18h-21h	4 starting sessions at Complexo Interdisciplinar da Universidade de Lisboa, Av. Prof Gama Pinto, 2 4 final sessions at the main building of Instituto Politécnico de Lisboa, Estrada de Benfica, 529	For inquiries and to ask for registration form and payment details, please contact: Nuno Silva, 968658450 inovar@campus.ul.pt All updates will be posted to: www.ul.pt/inovar	Special price for members (students, teachers, others) of IPL & UL: 90,00 € VAT included For other Higher education members and alumni of IPL & UL : 180,00 € For all others: 270,00 €



UNIVERSIDADE
DE LISBOA

COURSE CONTENT

The following topics will be covered:

Overview of Essential Concepts & Ideas

- What is entrepreneurship?
- Entrepreneurship in existing organizations: Intrapreneurship
- Social entrepreneurship

Entrepreneurial Process

- Growth and development of a new venture
- Ideation: Developing an idea from conception to commercialization
- Communicating new ideas and the art of storytelling and improvisation
- Using social/business networks: the power of social media

Entrepreneurship in Masters & PhD Studies

- The entrepreneurial university
- Entrepreneurial approaches to getting funding
- Overview on creating a business plan
- The international and domestic context

This program aims to foster and develop entrepreneurial traits and attributes including: initiative, risk-taking, flexibility, creativity, independence, responsibility and the ability to deal with the fear of failure and persevere.

ENTREPRENEURIAL PROJECT AND COACHING OF PARTICIPANTS

As part of the course, participants will be required to do outside research on their topics of interest. This Entrepreneurial Project can be the beginning of a new enterprise, project or idea that the participant thinks they might want to pursue. It can also be something directly related to their career or academic work where they are searching for a new approach. Participants will learn how to better conceive and develop social networking that will enable them to find the answers they need to discover opportunities and test new ideas. After developing a list of their most important questions, they will brainstorm with people who might be able to give them the answers that they seek. The participants will then conduct interviews that will give them new sources of information. The participants will receive continuous feedback on the development of their project as well as personal coaching with Professor Redford and the course staff. Participants will also learn how to use their newly acquired entrepreneurial skills in approaching funding sources and working within the university structure.

COURSE LECTURERS AND MONITORS

Professor Dana T. Redford

Is a Post Doctoral Researcher at the Institute of European Studies and Haas School of Business, University of California, Berkeley and is an expert in entrepreneurship. As a market research and strategy consultant, he has worked with organizations worldwide – including businesses, governments, foundations, nonprofits and universities on strategy, internationalization and market development. Professor Redford has carried out quantitative and qualitative studies in Australia, Hong Kong, Mexico, Portugal, Singapore, Spain, Thailand and the United States. He has founded and directed three start-ups across three continents. Professor Redford holds a Ph.D. in Business and Public Policy from Lisbon University Institute - ISCTE and an Honors BA in Political Economy from the University of Colorado-Boulder. His current research interests include internationalization, innovation and entrepreneurship.

Nuno Silva

Is Intellectual Property Manager at UL Inovar, knowledge transfer unit of the University of Lisbon. Before that he was Commercial Director and Intellectual Property Manager at Instituto Pedro Nunes. He also managed management consultancy and training programmes devoted to SME's. He was also a consultant, assisting companies on behalf of Associação Industrial Portuguesa. Mr. Silva holds a degree in Economics, a Post-graduate degree in Marketing, and a Post-graduate degree in International Management. He was the first Portuguese representative at the Board of ProTon Europe, pan-european organization of tech-transfer.