



ENTREPRENEURSHIP: TURNING IDEAS INTO BUSINESS

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PROJECT OVERVIEW

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“ENTREPRENEURSHIP: TURNING IDEAS INTO BUSINESS” IS A TRAINING COURSE DEVELOPED IN THE SCOPE OF HIVE “HEI INNOVATION FOR KNOWLEDGE INTENSIVE ENTREPRENEURSHIP”, A PROJECT SUPPORTED EIT HEALTH HEI INITIATIVE.

This training course is a collaborative work of the following HIVE partners:

- Bukovian State Medical University (Ukraine)
- Czech University of Life Sciences (Czech Republic)
- Dnipro University of Technology (Ukraine)
- ESSEC Business School (France)
- Ivan Franko National University of Lviv (Ukraine)
- Riga Stradins University (Latvia)
- TED University (Turkey)
- University of Applied Sciences Wiener Neustadt (Austria)
- University of Coimbra (Portugal)
- University of Latvia (Latvia)

MORE INFO ABOUT THE PROJECT CAN BE FOUND HERE: [HTTPS://WWW.HIVEPROJECT.EU/](https://www.hiveproject.eu/)

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TRAINING COURSE

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TRAINING COURSE

TYPE OF COURSE: E-LEARNING SELF-PACED (ASYNCHRONOUS)

Language: English

Platform: University of Coimbra's Distance Learning Platform

Duration: around 100 hours

Target: Students, academic and non-academic staff with HEI affiliation

Registration: till 9/11 using the following

1st edition implementation: 12/10 – 15/12

Next editions: 05/02/2024 -23/05/2024

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ASSESSMENT & CERTIFICATION

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ASSESSMENT & CERTIFICATION

- THE ACCESS TO THE CORE MODULES IS SEQUENTIAL. AFTER COMPLETING CORE MODULE I, MODULE II AND MODULE III, WILL BE AVAILABLE.
- To complete a module and progress to the next one, participants must obtain a passing grade (10/20) on the module's final test.
- The certificate is issued by the responsible HEI at the end of the correspondent edition upon successful assessment of modules. A single module corresponds to a certificate, meaning that it is not necessary to complete all the modules to get a certificate.

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MODULE I: ENTREPRENEURSHIP AND INNOVATION

1.1 HOW TO BECOME AN ENTREPRENEUR

1.2 Entrepreneurship and Innovation connections and crossovers

1.3 Creativity process and tools

1.4 Design thinking

1.5 Turning ideas into business: a process

1.6 Business Plan

1.7 Communication and Pitch preparation

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MODULE II: TURNING AN IDEA INTO A BUSINESS

2.1 VALUE PROPOSITION

2.2 Market Analysis

2.3 Strategy Development

2.4 Business Models Generation

2.5 Economic and Financial Analysis

2.6 Risk Analysis

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MODULE III: LAUNCHING A START-UP

3.1 STEPS TO CREATE A START-UP

3.2 Business Funding

3.3 Growth Validation and Scaleup

3.4 Project Management

3.5 Intellectual Property Fundamentals

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LEARNING OUTCOMES

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MODULE I: ENTREPRENEURSHIP AND INNOVATION

- UNDERSTAND THE IMPORTANCE OF STRATEGIC AND PROACTIVE THINKING IN BUILDING AN ENTREPRENEURIAL ATTITUDE;
- Provide participants with entrepreneurial skills;
- Identify sources of new ideas;
- Identify and evaluate the internal and external factors that condition/influence the implementation and sustainability of a business;
- Identify and leverage opportunities and manage risks;
- Understand the main steps required when turning an idea into business;
- Outline and argue for a business creation/entrepreneurial initiative project.

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MODULE II: TURNING AN IDEA INTO A BUSINESS

- PERFORM MARKET RESEARCH AND COME UP WITH VALUE PROPOSITIONS THAT MEET MARKET NEEDS;
- Analyze the business environment and create a strategic positioning;
- Analyze existing business models and generate new ones based on a deep understanding of business building blocks;
- Perform a preliminary economic analysis to evaluate business profitability;
- Evaluate and manage associated risks and impacts.

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MODULE III: LAUNCHING A START-UP

- PLAN AND EXECUTE THE VARIOUS STEPS INVOLVED IN CREATING A START-UP;
- RECOGNIZE THE VARIOUS FORMS of business funding;
- CONDUCT growth validation and effectively scaleup of a Start-up;
- USE DIFFERENT project and portfolio management tools and techniques to support the Start-up creation and scaleup;
- Identify and comprehend the various the different forms of intellectual property rights.

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CONTENT & ACTIVITIES

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CONTENT & ACTIVITIES

- READING MATERIALS
- Videos
- Reflection questions and exercises (optional)
- Links to external content (videos, websites, articles, etc.)

For each core module, at the end of each topic:

- Formative online quiz (optional)
- Summative online quiz (mandatory)

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