

# Syllabus Quarter Course Innovation Entrepreneurship Leadership

Winter 2022  
Certify with 30 hours



<https://www.imfahe.org/en/imfahe-courses>

## 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.

- Attend the Live Masterclasses or watch the recorded sessions and complete the visualization survey if the live session was not attended
- Watch the Recorded Masterclasses and complete the visualization survey for these masterclasses
- Complete the Practical Exercises and put into practice what you learned through the Masterclasses

\*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the course directors

## LIVE MASTERCLASSES

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

Will take place at the indicated times in the table

Time & Date	Masterclass	Speaker
Jan 20th (2:30pm Madrid Time)	<b>Why and how to become an Innovator</b>  <b>Idea generation as part of the innovation process</b> Video Link: <a href="https://youtu.be/zQv_H2DsUJg">https://youtu.be/zQv_H2DsUJg</a> Visualization survey: <a href="https://forms.gle/3hVnHGn53pNqs9xa7">https://forms.gle/3hVnHGn53pNqs9xa7</a>	<b>Dr. María Soriano</b> Vice President, IMFAHE Foundation (Boston)  <b>Dr. Joaquín López</b> Innovation Director, IMFAHE Foundation (Boston)
Feb 3rd (2:30pm Madrid Time)	<b>Patent your Ideas.</b> Video Link: <a href="https://youtu.be/UMdPUFT0W48">https://youtu.be/UMdPUFT0W48</a> Visualization survey: <a href="https://forms.gle/yTxhufGFZWtyum56">https://forms.gle/yTxhufGFZWtyum56</a>	<b>Mariano Nieto</b> Spanish Office for Patents and Trademarks, Spanish Government (Madrid)
Feb 10th (2:30pm Madrid Time)	<b>Design thinking.</b> Video Link: <a href="https://youtu.be/Z6h64F3hnzs">https://youtu.be/Z6h64F3hnzs</a> Visualization survey: <a href="https://forms.gle/evrrY3z7S92rzzu7A">https://forms.gle/evrrY3z7S92rzzu7A</a>	<b>Noelia Lombardo</b> Harvard MBA & Co-founder VBP

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

Each student is expected to attend the live masterclass at the scheduled time and be ready to discuss each topic with the speaker. Students that cannot make it to a class must watch the recording and complete a visualization survey. Students that attend live masterclasses do not need to complete the surveys.

## IDEATION SESSION\* - Exclusive for the members of IMFAHE's Platform that are participating in the Shark Tank Competition

\*For those who are taking the course and are not part of the IMFAHE's Platform, the attendance to the session is not a requirement to get the diploma

**Sunday February 27th (6pm Madrid Time)**

- Pitch your idea
- Prepare your business plan

**Ferrán Muntaner**  
MIT MBA & Co-founder VBP  
**Noelia Lombardo,**  
Harvard MBA & Co-founder VBP

**2** Watch the Recorded Masterclasses and complete the visualization survey for these masterclasses

## RECORDED MASTERCLASSES

Find the links to the recorded masterclasses in the table below.

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

Masterclass	Speaker
<b>ENTREPRENEURSHIP</b> <b>Founding a Startup</b> • Video Link: <a href="https://youtu.be/GP2qqxYhASy">https://youtu.be/GP2qqxYhASy</a> • Visualization survey: <a href="https://forms.gle/ebUuaKjbdMsRfvoD6">https://forms.gle/ebUuaKjbdMsRfvoD6</a> <b>Entrepreneurship vs intrapreneurship</b> • Video Link: <a href="https://youtu.be/dSljBJM3U11">https://youtu.be/dSljBJM3U11</a> • Visualization survey: <a href="https://forms.gle/4V5ugnpzP134MNDA">https://forms.gle/4V5ugnpzP134MNDA</a>	<b>Ricardo Garcia</b> , CEO, Oncoheroes Biosciences (Cambridge, USA)  <b>Alejandro Lechuga</b> , Founder VBP (Germany)
<b>LEADERSHIP</b> <b>High performing Team.</b> • Video Link: <a href="https://youtu.be/MIHFJC3QwSg">https://youtu.be/MIHFJC3QwSg</a> • Visualization survey: <a href="https://forms.gle/3ncjCRTvFTmnRfzk9">https://forms.gle/3ncjCRTvFTmnRfzk9</a> <b>Global leadership.</b> • Video Link: <a href="https://youtu.be/h7RueFk5eTw">https://youtu.be/h7RueFk5eTw</a> • Visualization survey: <a href="https://forms.gle/zmjrmHnwctD6Qutr6">https://forms.gle/zmjrmHnwctD6Qutr6</a> <b>Management 101.</b> • Video Link: <a href="https://youtu.be/aVzFWJuz4Ew">https://youtu.be/aVzFWJuz4Ew</a> • Visualization survey: <a href="https://forms.gle/5FAHMZ9BSdi9ANgn9">https://forms.gle/5FAHMZ9BSdi9ANgn9</a> <b>Today's leaders.</b> • Video Link: <a href="https://youtu.be/ZeFoBkhjjHw">https://youtu.be/ZeFoBkhjjHw</a> • Visualization survey: <a href="https://forms.gle/RZm3vVedyL3b46FS8">https://forms.gle/RZm3vVedyL3b46FS8</a>	<b>Alejandro Lechuga</b> , Founder VBP (Germany)  <b>Olmo Vázquez</b> , CEO, Mirai Advisory and Bi Geek (Spain-USA)  <b>Joanne Kamens</b> , Nonprofit Executive (Cambridge, USA)  <b>Rebeca Minguela</b> , CEO, Co-Founder Clarity (New York, USA)
<b>INNOVATION</b> <b>Test your idea</b> • Video Link: <a href="https://youtu.be/rAikTgA3mvU">https://youtu.be/rAikTgA3mvU</a> • Visualization survey: <a href="https://forms.gle/KeRmja34GW2FraeaA">https://forms.gle/KeRmja34GW2FraeaA</a> <b>Brand your Idea.</b> • Video Link: <a href="https://youtu.be/vUZyoxVK66U">https://youtu.be/vUZyoxVK66U</a> • Visualization survey: <a href="https://forms.gle/eDydS1AJFKTECc7">https://forms.gle/eDydS1AJFKTECc7</a>	<b>Dr. Jonathan Thon</b> , Co-Founder and former CEO Platelet BioGenesis (Boston, USA)  <b>Tyler Ford</b> (Director at Picture as Portal), <b>Jennifer Tsang</b> (Science Com. Addgene), <b>Aliyah Weinstein</b> (Marketing, Addgene) (USA)

## PRACTICAL EXERCISES

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

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

### 1. Exercise to promote innovation: Apply the "Catalytic Questioning" method.

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 with a team, if you are part of one). In order to get the diploma, you should email to IMFAHE ([QC@imfahe.org](mailto:QC@imfahe.org)) the following exercise:

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](mailto: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](mailto: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.

## OBTAIN THE DIPLOMA (Course Certified with 30h Upon Completion)

### IMPORTANT NOTE:

Only students and professors from the universities that collaborate with IMFAHE in the academic year of 2021-22 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 13, 2022, at 14:00 h** (Madrid Time) to [QC@imfahe.org](mailto:QC@imfahe.org) with the subject line:

**[YOUR FULL NAME-YOUR UNIVERSITY- Diploma Request-QC2].**

