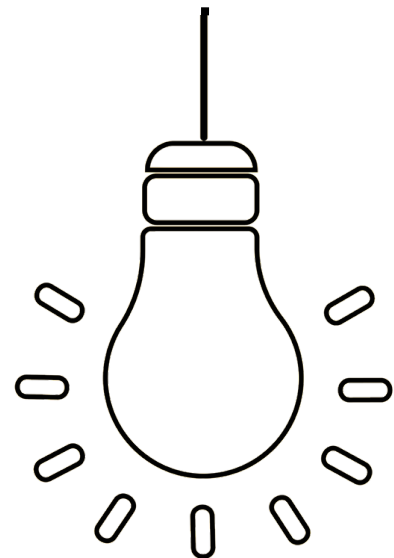




Quarter Course

# **INNOVATION, ENTREPRENEURSHIP AND LEADERSHIP**

WINTER 2024  
CERTIFIED WITH 30 HOURS



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

# Syllabus Quarter Course Innovation, Entrepreneurship and Leadership

## COURSE DIRECTORS

Zafira Castano, Ph.D., President/Co-Founder,  
IMFAHE Foundation.

Email: [president@imfahe.org](mailto:president@imfahe.org)

Maria Soriano, Ph.D., CEO/Co-Founder, IMFAHE  
Foundation.

Email: [mariasorianocarot@imfahe.org](mailto:mariasorianocarot@imfahe.org)

## COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education (IMFAHE) works together with its partnered universities and organizations 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.

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

## 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

# LIVE MASTERCLASSES

The live Masterclasses will be **via Zoom** and will take place at the indicated times in the table. It is important to **register** to each session.

# 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
January 18 14:30h Central European Time	How do I start a business? Create a Business Plan.	<b>Javier Agüera</b> Awarded inventor and entrepreneur (New York)
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
February 1 14:30h Central European Time	How to fund your business idea.	<b>Jonathan Thon, PhD.</b> Serial entrepreneur. Founder & CEO, STRM.BIO (Boston).
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
February 8 14:30h Central European Time	Protect your Creations.	<b>Marta López de Rego Lage, PhD.</b> Spanish Office for Patents and Trademarks, Spanish Government (Madrid).
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
February 15 14:30h Central European Time	From Academia to Entrepreneurship.	<b>David Lagares, PhD.</b> CEO and Founder at Zenon Biotech. Founder, Mediar Therapeutics. (Boston).
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>

Each student is expected to attend the live Masterclasses 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 the 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

**A naive realist's view on innovation, innovators and leaders**

[Video Link](#)

[Visualization Survey](#)

**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 vs intrapreneurship**

[Video Link](#)

[Visualization Survey](#)

**High performing Team.**

[Video Link](#)

[Visualization Survey](#)

**Management 101.**

[Video Link](#)

[Visualization Survey](#)

**Today's leaders.**

[Video Link](#)

[Visualization Survey](#)

**Javier Agüera** Awarded inventor and entrepreneur.

**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**, Serial entrepreneur. Founder and CEO, Platelets Biogenesis and STRM.BIO (Boston).

**Alejandro Lechuga**, Founder VBP (Germany).

**Alejandro Lechuga**, Founder VBP (Germany).

**Joanne Kamens**, Nonprofit Executive (Cambridge, USA.)

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

### ENTREPRENEURSHIP

### LEADERSHIP

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

[Check Video](#)

[Check Article](#)

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: Think about an idea and prepare a business plan.

Think about an idea that you are developing or that you would like to develop in the future. Create a business plan for the idea (1-3 pages). In order to get the diploma, you should email the 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.

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

# HOW TO OBTAIN THE DIPLOMA

(Course Certified with 30h Upon Completion)

## IMPORTANT NOTE:

Only students and professors from the universities and organizations that collaborate with IMFAHE in the academic year of 2023-24 are eligible to request a diploma. See the logos below.

## HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2 and 3, send all **PRACTICAL EXERCISES** in **ONLY 1 EMAIL** before **April 8, 2024 at 24:00 h** (Central European Time) to **[QC@imfahe.org](mailto:QC@imfahe.org)** with the subject line: **[YOUR NAME-UNIVERSITY/ORGANIZATION-QC2-Diploma Request]**.



UNIVERSIDAD  
DE MÁLAGA



Universidad de Oviedo  
Universidá d'Oviéu  
University of Oviedo



Universidade do Minho



ipb  
INSTITUTO POLITÉCNICO  
DE BRAGANÇA

donostiasustapena  
fomentosansebastián

