Entrepreneurship for Research Projects

Department in charge: Department of Management

Total teaching hours: 15 hours

Language: English

Coordinating lecturer: Vicenç Fernández Alarcón

Other lecturers (if any): Agustín Andújar

Teaching methodologies:

The course consists of three different teaching methodologies:

- Theoretical classes, for introducing basic concepts
- Cooperative learning, for applying the previous concepts
- Project-based learning, for developing a simple entrepreneurship case.

Learning objectives:

- Differentiate between traditional business and entrepreneurship.
- Construct a basic business model canvas tailored to research-based ventures.
- Determine potential revenue streams based on research outcomes.
- Utilize tools to perform market segmentation and target audience identification.
- List various funding sources suitable for early-stage research enterprises.
- Determine the skill gaps in their current team and identify potential roles to fill.
- Develop strategies to manage growth-related challenges.

Course contents:

Introduction to Entrepreneurship (1.5h):
- Define entrepreneurship in the context of research projects.
- Discuss the significance of research-driven enterprises in driving innovation and economic growth.

Team Building and Leadership (1.5h):
- Highlight the importance of a balanced team in entrepreneurial ventures.
- Discuss the skills needed and how to identify potential co-founders and team members.

Business Model Development (3h):
- Introduce various business models suitable for research projects.
- Discuss monetization strategies and revenue streams.
- Introduce strategies for scaling research-based ventures.

Market Analysis and Strategy (3h):
- Equip researchers with tools to conduct market analysis and segmentation.
- Teach strategies for positioning research-based products/services in the market

Funding and Resources (3h):
- Familiarize participants with various funding sources (grants, venture capital, angel investors).
- Discuss the importance and process of bootstrapping and when external funding might be necessary.

Project presentation and discussion (3h)

Basic bibliography:

Complementary bibliography: