

Workshop on METHODOLOGY

| Methodology | University | Successful factors |
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Europe



Stanford Technology Ventures Program's
ROUNDTABLE on ENTREPRENEURSHIP EDUCATION

Technical University of Catalonia, Barcelona, Spain, September 19-21, 2007

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Workshop on CURRICULA

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Workshop on TOOLS

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Workshop on PROGRAMS

GOAL:

Enable “students” to manage the processes of **creating wealth from new knowledge**, usually particularly in technology

Counterbalance:

excessive institutionalisation of professional researchers

Programme addresses four **OPPORTUNITIES**:

1. **Post-graduate** from all disciplines (mainly ICT/Bio)
2. **MBA** working with technically based researchers
3. **Individuals** with projects they want to move forward
4. **Disciplines** where need is identified (Nutrigenomics, MBA)



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Programme has **four elements**:

1. **Experiences** related by entrepreneurs:

local national and international for Inspiration

2. **Formal discussion** of process, Ideation, IP, Teams, Funding

3. **Workshop** analyses of problems: team settings, communications..

4. **Cultural institutional change**, Awards, support for projects, participation in competitions etc, Networking events

Management and Implementation

1. **Identity** for the Entrepreneurship Programme:

(many local competitors)

2. **International Networks** (Cluster* (example of fleursdepains, REE, PAXIS, ProInno, Proton, NuGO, I2P,...



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Workshop on CURRICULA

What do we have to teach in an Entrepreneurship Course?

Marketing?

Management?

Communication habilities?

Innovation?

Leadership?

Entrepreneurship concept?

Creativity?

Are entrepreneurs born or are they taught?



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