



Entrepreneurship: turning ideas into business

Core Module 1 - Entrepreneurship and Innovation

- 1.1 Entrepreneurship and Innovation connections and crossovers
- 1.2 How to become an entrepreneur
- 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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Core Module 2 - Develop an idea into a Business

- 2.1 Value Proposition
- 2.2 Market Analysis
- 2.3 Business Models Generation and Analysis (including canvas)
- 2.4 Strategy Development
- 2.5 Economic and Financial Analysis
- 2.6 Risk Analysis

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Core Module 3 - Launch/Create a Startup

- 3.1 Steps to create a Startup
- 3.2 Growth Validation and Scaleup
- 3.3 Business funding
- 3.4 Project and Portfolio Management
- 3.5 Intellectual Property fundamentals

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