

# RESICITIES ACADEMIC ENTREPRENEURSHIP

IN PARTNERSHIP WITH



Co-funded by the  
Erasmus+ Programme  
of the European Union



**RESICITIES** is an education-oriented project funded by Erasmus+ aiming at the design and delivery of a programme for postgraduate students and academic staff undertaken by a group of four European universities.

**RESICITIES** – Resilient, smart and sustainable cities is a comprehensive programme composed of 5 courses targeted to postgraduate students and 3 courses targeted to academic staff organised by 4 European countries.



### HOW DOES IT WORK?

This course will be delivered in a hybrid format with a duration of 24h, spread over time.

The target is the academic staff (lecturers, staff, researchers) of Porto Business School, IPAG Business School, Czech Technical University in Prague, and University of Stavanger in Norway as well as PhD students.

After the online classes, participants will have the opportunity to take part in a face-to-face workshop.





# GET TO KNOW OUR COURSE

ACADEMIC ENTREPRENEURSHIP

## GOALS

- Module 1: Entrepreneurial Concepts (8h)
- Module 2: Higher education institutions' transition towards an entrepreneurial and innovative mindset (4h)
- Module 3: Key institutional barriers and supporting mechanisms to embed the institution with a more entrepreneurial culture (2h)
- Module 4: Best practices and case studies of strategies and approaches taken by entrepreneurial universities (2h)
- Module 5: Workshop (8h)

## LEARNING OUTCOMES

- Acquire knowledge of the concepts related to the Entrepreneurial process: Entrepreneurial culture; Creativity / Innovation; Business Model; Resources; valuation, investment; Startup [Module 1]
- Understand the importance of business idea validation: iteration, prototypes and MVP [Module 1]
- Understand on an education institution can become more entrepreneurial [Module 2]
- Understand the importance of having alignment between mission, vision and strategy [Module 2]
- Acquire knowledge about supporting mechanisms to embed the institution with a more entrepreneurial culture (Entrepreneurship Education model, teacher role, methodology,...) [Module 3]
- Become familiar with best practices and case studies of strategies and approaches taken by entrepreneurial universities [Module 4]
- Learn how to design a Personal Application Project (PAP) to embed the new knowledge on academic entrepreneurship and provide direct outcomes of daily work to the organization [Module 5]
- Learn and apply planning and ideation tools (Design thinking, business model canvas,...) [Module 5]





## DATES

Launch of the course: February

Online Sessions:

### February:

07/02 – 10h-12h  
14/02 – 10h-12h  
21/02 – 10h-12h  
28/02 – 10h-12h

### March:

07/03 – 10h-12h  
14/03 – 10h-12h  
21/03 – 10h-12h  
28/03 – 10h-12h

Hands-on Workshop: April

### April:

04/04 – 09h-13h  
05/04 – 09h-13h

Registration Form:

<https://forms.gle/JSJ5cjLV8eJsSxXe9>





## MARCO LAMAS

Marco is a Senior Professor at ISLA – Instituto Politécnico de Gestão e Tecnologia (ISLA - IPGT), in Gaia, Porto, invited Senior Professor in Entrepreneurship and Management at ISCAP-P.Porto (Porto Polytechnic). He coordinates the following Executive programs: Business Creation and Development; Science, Entrepreneurship and Innovation; Lean Innovation; and Smart Cities Management.

He has a post-Doc in Entrepreneurship Education, Doctor in Education and Entrepreneurship and bachelor's degree in International Relations. Marco is also a research member of the Center for Intercultural Studies (CEI), the Center for Organizational and Social Studies of the Polytechnic of Porto (CEOS.PP), both from ISCAP-P.Porto and has some work developed at national and international level in a business and university environment.

Areas of expertise: Entrepreneurship, Strategic Planning, Strategy, Management



## Registrations

The attendance of the full online/asynchronous sessions is free.

Scholarships available for the workshop

For more information please contact:

Catarina Reis

[creis@pbs.up.pt](mailto:creis@pbs.up.pt)

Tlm. +351 934 002 188

IN PARTNERSHIP WITH



Co-funded by the  
Erasmus+ Programme  
of the European Union

