

## **INTELLECTUAL OUTPUT 9: Course on Academic Entrepreneurship**

The course on Academic Entrepreneurship was developed and aimed primarily at academic staff of universities that belong to the RESICITIES consortium, i.e., lecturers, project managers and researchers, including doctoral students and post-doctoral researchers.

Academic entrepreneurship refers to the process of commercializing academic research and knowledge by creating new products, services, or companies. Academic entrepreneurship involves turning scientific discoveries, inventions, and other academic knowledge into marketable products or services.

Academic entrepreneurship is important for several reasons. First, it can provide a way to fund and support academic research. By commercializing academic research, academic institutions and researchers can generate revenue that can be reinvested in further research and development.

Second, academic entrepreneurship can also create jobs and economic growth. Startups and new companies founded on academic research can create jobs for researchers, engineers, and other professionals, and can contribute to the local and national economy.

Third, academic entrepreneurship can help to transfer knowledge and technology from academia to industry, which can lead to new innovations and products that can benefit society. By commercializing academic research, new products and services can be created that improve people's lives and solve real-world problems.

Overall, academic entrepreneurship is an important component of the innovation ecosystem, and it can help to bridge the gap between academic research and commercial application, leading to a more prosperous and innovative society.

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

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

The course is organized into the following five modules:

- 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)

The learning outcomes of the course are:

- 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]

The lectures will be taught online from February 7 to March 28, 2023, almost once per week. The workshop will be held in two days (April 4 and April 5, 2023).

Not all participants registered in the course will attend the workshop sessions. The workshop session will be an important but optional component of the course similarly to other courses previously organized within the RESICITIES project.

The educational content that was created for this course will also be made available later on within the Ryze app for achieving a larger audience of learners among the staff of all faculties and departments of partner universities of RESICITIES consortium and beyond.

There is no planned mobility of learners in this course, which was originally conceived to be taught online and later the possibility of optional workshop sessions was considered on the premises of Porto Business School, the educational institution responsible for organizing the course.

The assigned lecturer for this course on behalf of PBS is the senior lecturer Marco Lamas who has a great experience and expertise in teaching subjects related to Entrepreneurship and Management. 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.