Management and Entrepreneurship for technical professionals

Many scientific and technical professionals, while experts in their respective fields, have little academic and professional background in business management. Managerial and business skills however are key to making science- and technology-based projects and research implementable, feasible and sustainable. Participants will develop entrepreneurial skills and acquire a command of management tools, allowing them to apply their knowledge and research in the business world.

Program Structure

Study the 8 fundamental areas of Management. Unleash your entrepreneurial abilities and build a business plan with your team.

<table>
<thead>
<tr>
<th>MODULE 1</th>
<th>MODULE 2</th>
<th>MODULE 3</th>
<th>MODULE 4</th>
<th>MODULE 5</th>
<th>MODULE 6</th>
<th>MODULE 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Thinking strategically</td>
<td>• Managing oneself and managing people</td>
<td>• Financial Accounting</td>
<td>• Financial Management and Performance</td>
<td>• Adopting the customer’s perspective</td>
<td>• Successful Operations for competitive advantage</td>
<td>• Legal Issues</td>
</tr>
<tr>
<td>• Strategy &amp; Economic Environment</td>
<td>• Human Resources, Communication, Career</td>
<td></td>
<td>• Measurement</td>
<td>• Marketing &amp; Sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Strategy &amp; Negotiation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MODULE 8: Entrepreneurship & Funding Innovation

Accelerate: building business from science and technology

“The transition from lab to market is challenging, for both people and discoveries. But it’s a journey we must take, if we want scientific creativity to have impact. This program is dedicated to providing the knowledge and skills required for that exciting journey.”

Peter Bryant
Professor of Entrepreneurship

Dates
15th October 2018 - 16th March 2019

Location
Madrid and Online

Format
Blended

Time
6 months
We can help you fund your participation with Financial Aid. Students are advised to register no later than 1 month before the program start date. Early-Bird concession of 5% available before 15/08/2018.

Jeanette Holyoak  
Associate Director of Executive Programs  
jeanette.holyoak@ie.edu  
+34 62 631 47 38

Accelerating Opportunities

GROW  
Broaden your leadership and business skills to complement your technical background and take on new managerial responsibilities within your organization.

CHANGE  
Enhance your skills to make a career move to business.

CREATE  
Unleash your entrepreneurial spirit and launch your own start-up.

SOCIAL IMPACT  
Learn how to make your research sustainable, implementable and make it available to the people who need it.

FOR YOU  
Expand your employees’ awareness and appreciation for the non-technical aspects of the company allowing them to make sounder decisions and view business as an integrated system; understanding how their actions impact the whole.

FOR ORGANIZATIONS  
Transform your teams with adept managers who have a sound knowledge of the technical and business dimensions of your organization.

Enable them to craft ideas to solve problems and prompt them to identify and generate more business opportunities.

Have more skilled people leading your projects to ensure their sustainability, feasibility and positive impact on society.

Contact & Info

We can help you fund your participation with Financial Aid. Students are advised to register no later than 1 month before the program start date. Early-Bird concession of 5% available before 15/08/2018.

Jeanette Holyoak  
Associate Director of Executive Programs  
jeanette.holyoak@ie.edu  
+34 62 631 47 38

Participant Profile

FROM A HOST OF COUNTRIES  
Armenia, Bolivia, Bosnia, Brazil, Cuba, Colombia, Croatia, Germany, Greece, India, Italy, Morocco, Portugal, Spain, Switzerland, Turkey, United Kingdom, United States, Uruguay...

VARIOUS SCIENCE AND RESEARCH FIELDS  
Medical research, molecular biology, technology transfer, cosmeceutical research, medical, food, plant biotechnology, energy, astrophysics...

AGE GROUPS

Below 30  
30-35  
36-40  
Above 40

“The program is hallmarked by the high quality and background of the professors. With the interactive lectures, challenging assignments and case studies, I learned to think outside the “researcher’s box” and opened my mind on how business functions - an indispensable skill for all scientists that wish to cross the boundaries between research and industry. I also certainly grew not only on a professional but also on a personal level. I had the opportunity to interact with interesting personalities from different areas of science and industry, and expanded my global network of professionals.”

Lisa Osterloh  
Postdoctoral investigator in cancer research