

EURECA-PRO, Spring Term 2022

ONLINE Innovation & Entrepreneurship Training Course - starting March 16, 2022

Course Objectives

EURECA-PRO/European University on Responsible Consumption and Production is initiating a free **online course on “Innovation & Entrepreneurship”**, consisting of 14 lectures presented by leading professors and researchers of seven European universities from six countries. The main purpose of the “Innovation and Entrepreneurship training course” is to nurture students and scientific staff in creative and innovative thinking by providing practical knowledge, skills and competences in business and market basics, offering business plan orientation, and promoting problem-solution thinking and leadership skills. The following thematic areas will be covered:

Business basics	Entrepreneurship – packing ideas into business concepts	Innovation	Management & Finance
<ul style="list-style-type: none"> Financial Statement Analysis: Theory and Practice External & Internal Environment of a company Mission – Organizational Structure - Strategy 	<ul style="list-style-type: none"> Development and assessment of business ideas Entrepreneurial opportunities Entrepreneurial Process and Decision Making Entrepreneurship and Sustainability Reporting 	<ul style="list-style-type: none"> Crafting business models and lean start-ups Innovation – New Venture Development. Risk and Pitfalls of Innovation Management Innovation Marketing 	<ul style="list-style-type: none"> Organizing Business and Entrepreneurial Finance The use of Scenario Analysis in Disclosure of Climate-Related Risks and Opportunities

The course lectures (lecture series) are open to any interested individual, especially students, faculty, researchers and university staff.

The **program** of the Online Training Course can be found [here](#).

To **register** for the **course**, please visit the [registration page](#).

All registered participants will receive a personalized zoom link, that will give access to all lectures.



ECTS

All participants may get awarded 3 ECTS credits, provided that they attend at least 11 out of 14 lectures and participate successfully in an online test. The study load requirement for the test is estimated to be 50 hours.

To receive ECTS credits, participants will be given access to the relevant educational material and proposed literature in the [EURECA-PRO LMS](#) (instructions about accessing Moodle will be mailed separately).

Certificate of Attendance

All participants may receive a Certificate of Attendance for their participation in the training course. To receive a certificate of attendance, the participant should attend online for at least six hours.

Attendance without ECTS or Certificate

Participants are allowed to attend for less than six hours, without receiving ECTS credits or a certificate of attendance.

