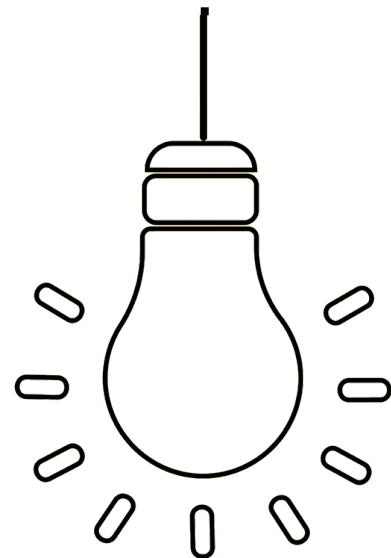




Quarter Course

# **INNOVATION, ENTREPRENEURSHIP AND LEADERSHIP**

WINTER 2025  
CERTIFIED WITH 30 HOURS



<https://www.imfahe.org/imfahe-international-quarter-courses/>

# Syllabus Quarter Course Innovation, Entrepreneurship and Leadership

## COURSE DIRECTORS

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## COURSE DESCRIPTION

The International Mentoring Foundation for the Advancement of Higher Education (IMFAHE) in collaboration with its partnered universities and organizations provides students with access to top-quality online education. The Quarter Course on Innovation, Entrepreneurship, and Leadership is designed to equip students and young professionals with cutting-edge insights in these critical areas at the most formative stages of their careers.

By offering this course, IMFAHE empowers participants to cultivate the mindset and skills necessary to drive innovation, launch entrepreneurial ventures, and lead with impact. This program not only prepares individuals to navigate the challenges of the modern workforce but also positions them to contribute meaningfully to society through transformative leadership and forward-thinking initiatives.

## GRADING POLICY & REQUIREMENTS

This course is graded on a pass/fail basis. To earn a "pass" students must meet the following three requirements.

1

### Attend the Live Masterclasses

or watch the recorded sessions, and complete the visualization survey if the live session was missed

2

### Watch the Recorded Masterclasses

and complete the the corresponding visualization survey

3

### Complete the Practical Exercises

and apply the knowledge gained from the masterclasses

## LEARNING OBJECTIVES

1

### WHY & HOW TO BECOME AN INNOVATOR

Importance of Innovation & Idea Generation

2

### DEVELOP YOUR IDEA

Test your Idea  
Create a Business Plan & Protect your Idea

3

### SELL YOUR IDEA

Pitch your Idea  
Brand your Idea & Attract Investors

4

### LEADERSHIP

Learn skills for how to become a leader, not a boss. Global Leaderships & Examples of Successful Leaders

# LIVE MASTERCLASSES

The live masterclasses will be conducted **via Zoom** at the times listed in the table. It is important to **register for each session**.

# 1

## Attend the Live Masterclasses

or watch the recorded sessions, and complete the visualization survey if the live session was missed

Time & Date	Masterclass	Speaker
January 17 14:30h Central European Time	How to get support launching your business idea. Founder story panel.	<b>Jonathan Thon, PhD.</b> Serial entrepreneur. Founder, Platelets Biogenesis and STRM.BIO (Boston). <b>David Lagares, PhD.</b> Serial entrepreneur. Founder, Zenon Biotech and Mediar Therapeutics (Boston)
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
January 29 14:30h Central European Time	What makes a great pitch?	<b>Michael Quinn.</b> Founder of Minor Nobles (NY). Faculty Instructor for the Association of National Advertisers. Host of the podcast "Own the Room" (New York)
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
February 6 14:30h Central European Time	Protect your Creations.	<b>Marta López de Rego Lage, PhD.</b> Spanish Office for Patents and Trademarks, Spanish Government (Madrid).
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>
February 13 14:30h Central European Time	Entrepreneurial Negotiations*	<b>Samuel (Mooly) Dinnar.</b> Harvard & MIT lecturer. Author of Award-winning Book "Entrepreneurial Negotiation" (Boston).
	<a href="#">Video Link</a>	<a href="#">Visualization Survey</a>

**\*Following the speaker's request, the recording of the session "Entrepreneurial Negotiations" will be available only until Wednesday, February 26, 2025. After this date, the video will no longer be accessible.**

Each student is expected to attend the live masterclass at the scheduled time and be prepared to engage in discussion with the speaker. Students who are unable to attend a session must watch the recording and complete a visualization survey. Students who attend the live masterclasses are not required to complete the visualization surveys.

# RECORDED MASTERCLASSES

Find the links to the recorded masterclasses in the table below

## 2

Watch the Recorded Masterclasses and complete the the corresponding visualization survey

## Masterclass

## Speaker

### INNOVATION

**A naive realist´s view on innovation, innovators and leaders.**

[Video Link](#)

[Visualization Survey](#)

**Javier Agüera** Awarded inventor and entrepreneur.

**How do I start a business?  
Create a Business Plan.**

[Video Link](#)

[Visualization Survey](#)

**Javier Agüera** Awarded inventor and entrepreneur.

**Design thinking.**

[Video Link](#)

[Visualization Survey](#)

**Noelia Lombardo**  
Harvard MBA & Co-founder VBP.

### ENTREPRENEURSHIP

**Entrepreneurship vs intrapreneurship.**

[Video Link](#)

[Visualization Survey](#)

**Alejandro Lechuga**, Founder VBP (Germany).

**How to fund your business idea.**

[Video Link](#)

[Visualization Survey](#)

**Dr. Jonathan Thon**, Serial entrepreneur. Founder Platelets Biogenesis and STRM.BIO (Boston).

### LEADERSHIP

**High performing Team.**

[Video Link](#)

[Visualization Survey](#)

**Alejandro Lechuga**, Founder VBP (Germany).

**Management 101.**

[Video Link](#)

[Visualization Survey](#)

**Joanne Kamens**, Nonprofit Executive (Cambridge, USA.)

Each student is expected to watch every session and complete the corresponding visualization survey.

# PRACTICAL EXERCISES

## 1. Exercise to Promote Innovation:

Apply the “Catalytic Questioning” method by Hal Gregersen to find innovative solutions for a problem, issue, or challenge you are facing in your work, career, or professional life. If you're part of a team, you may also practice this exercise collaboratively.

To qualify for the diploma, please email the completed exercise to IMFAHE at [QC@imfahe.org](mailto:QC@imfahe.org).

[Check Video](#)

[Check Article](#)



1. Identify the Challenge. Write down the challenge, problem, or issue you are facing.
2. Generate Questions. Spend 15-20 minutes brainstorming as many questions as possible related to the challenge. Aim to generate 40-50 questions to reach a point of exhaustion.
3. Select Catalytic Questions. Choose 2-3 “catalytic” questions that disrupt the status quo. These should be surprising, generative, uncomfortable, but worth the time and effort to pursue.
4. Plan of Action. Describe the steps you plan to take to address the selected questions. Outline the new observations or experiments you need to conduct, the people you need to talk to or network with, and the time and financial investment required.

## 2. Exercise to Promote Entrepreneurship:

Think of an idea you are currently developing or would like to develop in the future, and create one-page business plan following the Business Model Canvas (described at Javier Aguera’s class: How do I start a business? Create a Business Plan- Minute 38). To qualify for the diploma, please email your business plan to IMFAHE at [QC@imfahe.org](mailto:QC@imfahe.org).

## 3. Exercise to Promote Leadership:

Put your leadership skills into practice by volunteering, coordinating, or leading an initiative. To qualify for the diploma, please email a document to IMFAHE at [QC@imfahe.org](mailto:QC@imfahe.org) that outlines two projects or initiatives you are currently involved in (or are interested in participating in the future) and explains the actions that demonstrate your leadership skills.

Each student is expected to complete the practical exercises according to the guidelines, information, and advice presented during the masterclasses.

# HOW TO OBTAIN THE DIPLOMA

(Course Certified with 30h Upon Completion)

## IMPORTANT NOTE:

Only students and professors from the universities and organizations that collaborate with IMFAHE in the academic year of 2024-25 are eligible to request a diploma. See the logos below.

## HOW TO REQUEST A DIPLOMA:

After completing requirements 1, 2, and 3, please **send all practical exercises in a single email before April 8, 2025**, at 24:00 (Central European Time) to **QC@imfahe.org** Use the following **subject line: [YOUR NAME - UNIVERSITY/ORGANIZATION - QC2 - Diploma Request]**.



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