

## 5. Entrepreneurship and Management

This pack of lectures is geared towards professionals and entrepreneurs who are looking to learn new tools and approaches in order to run their businesses more efficiently and to create effective brands. Because of the difficulties raising money in the current economic context, it also includes classes focusing on traditional and alternative sources of funding, as well as an introduction to financial management. It also provides an overview of the healthcare industry value chains and business models, covering the main stakeholders in the life sciences sector. It provides powerful insight and key figures on the main stakeholders in life sciences, biotechnology, pharmaceuticals and healthcare services, as well as the main trends and challenges they face. Additionally, this set of classes introduces the topic of business-model innovation applied to the healthcare industry. How is value created and delivered in healthcare? What are its main financial models? How can we recognize innovative business models in healthcare? This pack of classes provides answers to these questions.

**Number of sessions:** 7

**Starting date:** 29<sup>th</sup> May 2017

**Whole Package Price:** 648 euros (with a 10% of discount added)

**Buy one or more sessions:** price varies depending on the session

**Venue:** PCB - Barcelona Science Park, C/ Baldiri Reixac 4-8, 08028 Barcelona

### 5.1 Open and Collaborative Business Models

**Lecturer:** Javier Creus

**Date:** 29<sup>th</sup> May 2017

**Time:** 10:00– 11:30 h

**Price:** 100 euros

**Course outline:** Models help to structure different elements in order to build something; @models with collaborative focus have to face further challenges, as for example, to structure information, growth and impact coming from different sources into the same objective. You will learn what are the levels of connection and the correlated growth acceleration in between the internet of things, platforms and social media, and how all this is reflected into a business model: from the ecosystem to organisation



## 5.2 The Healthcare Industry – Business Models & Value Chains (double session)

**Lecturer:** Jorge Juan Fernández

**Date:** 8<sup>th</sup> and 9<sup>th</sup> June 2017

**Time:** 10:00 – 13:00h both

**Price:** 200 euros

**Course outline:** This session gives a detailed introduction into healthcare industry, covering its main agents, providing some general data and key information in order to have a clear idea about its size and characteristics. You will learn about its subsectors and the emerging ones, and how patients have become an active figure around the market interests. The lecture also provides information about market models and financial sources.

## 5.3 Management Tools for CEOs, Managers & Entrepreneurs (double session)

**Lecturer:** Jorge Juan Fernández

**Date:** 21<sup>th</sup> and 27<sup>th</sup> July 2017

**Time:** 10:00 – 14:00 h both

**Price:** 200 euros

**Course outline:** This lesson will be given as a mini-MBA, covering the key topics: entrepreneurship, strategy, operations, marketing, finance, organization, innovation, people management, change management and leadership. This is particularly relevant for new managers or entrepreneurs running new companies.

## 5.4 Public Funding and Accelerators

**Lecturer:** Roger Piqué

**Date:** 5<sup>th</sup> October 2017

**Time:** 10:00 – 12:00 h

**Price:** 110 euros

**Course outline:** The lecturer will present sources of funding for new ventures from a public perspective. He will talk about Catalan, Spanish and European governments as well as the possibility of accelerators. He will also provide an in-dept look at the pre-requirements and requirements for the different public funds available for entrepreneurs.

## 5.5 Funding for Entrepreneurs

**Lecturer:** Raúl Martín

**Date:** 5<sup>th</sup> October 2017

**Time:** 15:00 – 17:00 h

**Price:** 110 euros

**Course outline:** In funding for entrepreneurs you will learn the main concepts behind funding and the different types of funding that entrepreneurs can tap into, from a venture capital perspective. The lecturer will talk about professional investors, such as business angels, venture capitalists and accelerators. He will cover the value chain of the venture capital industry, and explain the main concepts behind the different steps that an entrepreneur must take into account.



### Promotions

We offer a 50% discount (for any category, but not accumulative) to students who are in their final academic year at university, or who are studying a Masters degree related to the following fields: business, engineering, life sciences or design. If interested, please send an e-mail to [lrogel@biocat.cat](mailto:lrogel@biocat.cat), with the subject "Short Programs Discount", providing your details and attaching a copy of your university registration. Promotions are limited and will be assigned on a first-come, first-served basis.

### Cancellation Policy

To withdraw from a session you must send an e-mail to: [lrogel@biocat.cat](mailto:lrogel@biocat.cat). If cancellation is received more than one week (7 working days) before the date of the Short Program session, you will be reimbursed for 100% of the registration fee. If cancellation is received during the week prior to the date of the lesson, you will be reimbursed for 50% of the registration fee. If no notice is given, participants will not be reimbursed even if they do not attend the session.