

COSIMENA's Winter School March/April 2021 – Curriculum Design

Program's Structure:

The curriculum of the COSIMENA Winter School is composed of three main sources that function as umbrellas of educational topics. The combination of the three components integrally fulfil the program's learning objectives and scope. Mainly, the three categories of topics formulate the learning experience of consolidating scientific research methodologies with entrepreneurial industry-related practices.

The three components come as follows:

A. Scientific Research Topics:

This part covers entrepreneurship-related topics in the context of scientific research; looking at entrepreneurship from a scientific perspective in order to open the minds of the program's learners on opportunities in entrepreneurial scientific research and on the advantages, research could equip the practice of entrepreneurship.

B. Entrepreneurship (Practical industry-related) Topics:

Grouping the program's learners into teams, they are trained and required to get in the entire process of entrepreneurship from the very early spark start of the inspiration put into the entrepreneurial venture's idea, passing by planning, modeling, managing the small scale venture and pitching it in a simulated investment session. This part is expected to fulfil the practical side of the program learning objectives.

C. General topics:

The general category comes with in-between educational topics that are informative enough to act as a starting push for a research project, and also, are actionable, eye-opening, and industry-curated enough to inspire entrepreneurs for their next practical move in the venture.





Week One and Two

Day 1/Tue, March 23 rd	Day 2/Wed, March 24 th	Day 3/Thu, March 25 th	Day 4/Mon, March 29 th	Day 5/Tue, March 30 th
Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)
AAST entrepreneurship center introduction, DAAD introduction, and program orientation	Entrepreneurial solutions for global economic challenges.	Transforming research projects into entrepreneurial enterprises.	Entrepreneurship education.	Introduction to innovation management, technology management, and technology transfer.
Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)
Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)
Introduction to entrepreneurship.	Science & Technology based entrepreneurial ventures.	Entrepreneurial ideation.	The supporting role of higher education institutions for entrepreneurship.	Innovation management impact on higher education..
Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)
Workshop (60 minutes)	Workshop (60 minutes)	Workshop (60 minutes)	Workshop (60 minutes)	Workshop (60 minutes)
Defining the intersection between research (academia) and entrepreneurship (industry).	How can science boost entrepreneurial ventures' performance?	Ideation workshop.	Advanced ideation workshop (Business Model Canvas)	Actionable roadmap workshop (How to design entrepreneurship and innovation programs in your university)?
Success Story 1 Spin off versus startup (45 minutes)	IP Management and protection (45 minutes)	Success Story 2 (45 minutes)	Mentorship Session 1 One to one (45 minutes)	Mentorship Session 2 (45 minutes)
Wrap-up (15 minutes)	Wrap-up (15 minutes)	Wrap-up (15 minutes)	Wrap-up (15 minutes)	Wrap-up (15 minutes)



Week Two & Three

Day 6/Wed, March 31 st	Day 7/Thu, Apr 1 st	Day 8/Tue, Apr 6 th	Day 9/Wed, Apr 7 th	Day 10/Thu, Apr 8 th
Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)
The mentorship component for entrepreneurs	Opportunities in entrepreneurship, trending research areas, Market research importance	Economics of entrepreneurship.	International, corporate, and social entrepreneurship.	Scientific approach to capital fundraising and investment.
Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)
Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)	Session (90 minutes)
Agile Methodologies (SCRUM).	Entrepreneurial marketing.	Entrepreneurial finance.	Pitching and startups presentations.	Incubation and acceleration processes for startups.
Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)	Break (30 minutes)
Workshop (60 minutes)	Workshop (60 minutes)	Workshop (60 minutes)	Workshop (60 minutes)	Workshop (30 minutes)
Agile Methodologies (The lean startup).	Entrepreneurial marketing planning for team's venture.	Entrepreneurial financial planning and management applications.	Mentorship Session 6 One to one (45 minutes) Pitching Mentorship	Brief application on entrepreneurial capital raising. Teams' final presentations (60 minutes)
			Pitching rehearsals (30 minutes)	
Success Story 3 (45 minutes)	Mentorship Session 4 (45 minutes)	Mentorship Session 5 (45 minutes)	Success Story 4 (45 minutes)	
Wrap-up (15 minutes)	Wrap-up (15 minutes)	Wrap-up (15 minutes)	Wrap-up (15 minutes)	Program's Wrap-up and Closing (30 minutes)

