



SUMMER COURSE IN INNOVATION, ENTREPRENEURSHIP AND SUSTAINABILITY – HOW TO CREATE A (SOCIAL) BUSINESS

15-19 JULY 2019

UNIVERSITY INSTITUTE OF MAIA – ISMAI
(MAIA – PORTO – PORTUGAL)

TARGET AUDIENCE: UNIVERSITY TEACHING AND NON-TEACHING STAFF
Elegible for Erasmus + Staff Mobility for Training

COURSE DESCRIPTION

AIMS OF THE COURSE: Learn and apply innovation and entrepreneurial models to help people create a (social) business with higher probabilities of success, taking societal sustainability into account.

COURSE PROGRAMME:

1. How to develop a (social) business idea;
2. Business models;
3. The business plan;
4. Assessing economic and financial viability;
5. Attracting investors.

SPEAKER/TRAINER:

JOÃO M. S. CARVALHO is a Professor at the University Institute of Maia (ISMAI), Portugal. He is a researcher at CICS.NOVA – Interdisciplinary Centre of Social Sciences (Universities of Lisbon and Minho). He has a degree in Business Management, a post-graduation in Social Gerontology, a MSc in Economics, and a PhD in Business Sciences. He worked for 15 years at pharmaceutical companies holding several management positions. He lectures in Bachelor's and Master's degrees in Business Management, Marketing, Human Resource Management and Sport Management. He is also the Director of UNICES (Research Unit on Business Sciences and Sustainability) at ISMAI, the coordinator of the research strand in "Economics, Management, Entrepreneurship, and Sustainability", the coordinator of the Master's in Business Administration and former CEO of CEITEC (Entrepreneurship Centre of ISMAI-Tecmaia). He has been collaborator and manager of several international projects related to entrepreneurship and innovation and responsible research and has wide experience in professional and academic training of entrepreneurs. He has published several books, book chapters and articles in international scientific journals.

COURSE FEE: 300 € (Includes lunch at ISMAI + one convivial dinner)

TIMETABLE: MON - FRI 9H00 - 13H00 (Afternoons: optional cultural programme will be made available)

ACCOMMODATION: ISMAI is available to provide support with accommodation upon request

MIN. /MAX. NO. OF PARTICIPANTS: MIN. 10 MAX. 20 (Places are allocated on a first -come, first-served basis)

REGISTRATION: ERASMUS@ISMAI.PT BEFORE 12 APRIL 2019

