

# Online course: Idea Generation and Social Entrepreneurship. Syllabus

## First phase

1. **Idea generation. Talent and creativity.**
2. **The ABC of design thinking.**
3. **Leadership and shared project management (entry level).**
4. **How to work on an idea 1. Different methodologies (entry level).**
5. **Social entrepreneurship (entry level).**

## Second phase

1. **Visual thinking (level 1). Instructor: Maria Batet, entrepreneur and teacher.** Often, we think better when we doodle, and visual thinking makes our thinking visible and transforms abstract thought into graphic information. It creates expressive visual compositions that simplify complex information.
2. **Visual leadership. Instructor: Maria Batet, entrepreneur and teacher.** More than ever, leaders need to be able to use visual tools to clarify, filter and focus communication. Discover the key tools of visual leadership.
3. **The cooperative: a model of entrepreneurship. Instructor: Susana Ramos, of the Catalan Federation of Worker Cooperatives.** Brief introduction to the social and solidarity economy as an alternative to the dominant economic model and as a driver of social change. Discover the principles and values of the social economy in the legal form of the cooperative.
4. **Funding of social projects. Instructor: Rafael Vidal, of the Seira Foundation (Catalan Federation of Worker Cooperatives).** A snapshot of the financial institutions that offer funding for projects in the field of the social and solidarity economy. Part of the financial guidance programme of the Catalan Federation of Worker Cooperatives.
5. **Lean Startup. Instructor: Carlos Gualarte, a lecturer at the Faculty of Economics and Business Studies of the UAB.** The Lean Startup methodology reinvents the way business projects are designed to make this process more efficient and reduce the risks faced by entrepreneurs. Discover an iterative process for transforming ideas into products, measuring clients' reactions and behaviour, and learning from this.

## Third phase

The syllabus includes the following entrepreneurial initiatives.

1. **Spora Sinergies**, led by co-director Aleix Causa, an entrepreneur from Barcelona with a bachelor's degree in Psychology and a master's degree in Social Research from the UAB.
2. **Oskisgames**, led by CEO Rita Salavert, an entrepreneur from Sabadell with a bachelor's degree in Nanoscience and Nanotechnology from the UAB.
3. **Carethy**, led by CEO Francesc Pont: adjunct lecturer in the Department of Economics and Business of the UAB, serial entrepreneur and adviser to *startups*.
4. **Wordlcoo**, led by CEO Sergi Figueres, an entrepreneur from Sant Cugat with a double bachelor's degree in Law and Business Studies from the UAB.
5. **Waynabox**, led by one of the founders, Dani Jiménez, an entrepreneur from Martorell with a bachelor's degree in Computer Engineering from the UAB.