

## Seminar Series of Innovation and Entrepreneurship

To cultivate students full of innovative ideas and entrepreneurship desires to become entrepreneurs, the Centre for Innovation of the UM provides this seminar series of innovation and entrepreneurship to all undergraduate and postgraduate students for the first time. To train innovative thinking and basic entrepreneurship knowledge, the series aims at helping participants develop innovative products and services, make business plans, start entrepreneurial marketing, protect intellectual properties, evaluate the project value, and prepare for financing and road show.

The seminar series contains: how to build a startup team, writing a business plan, financing for a startup, techniques for road show, entrepreneurial planning, frontier technology, etc. During the classes, students try to form a mock company by themselves, learning and practicing market segmentations, evaluation of technical feasibility, competitive position, business model, marketing strategy, analysis of sales channels and other practical exercises which make students more familiar with entrepreneurial methods. In the end, students could try to become entrepreneurs and apply for incubation in the Centre for Innovation. Some projects of last year have made a great stride in the Greater Bay Area and have won prizes in national innovation and entrepreneurship competitions. It is hoped the teams could do even better.

### I. Course

Date:	19 <sup>th</sup> & 26 <sup>th</sup> of September, 10 <sup>th</sup> , 24 <sup>th</sup> & 31 <sup>st</sup> of October 14 <sup>th</sup> , 21 <sup>st</sup> and 28 <sup>th</sup> of November, 2018
Time	5:00 p.m. – 6:30 p.m., every Wednesday. Road show on the last day.
Quota:	60
Target:	Priority will be given to students with entrepreneurial intention, who have applied for the incubation team, and have participated in the Innovation Ambassador.
Fee:	Free of charge (MOP200 deposit)
Location:	University of Macau
Medium of Instruction:	Mandarin
Application:	1. Online application: <a href="https://goo.gl/forms/sqE29gHVLTpXW8T32">https://goo.gl/forms/sqE29gHVLTpXW8T32</a> 2. <a href="#">Download</a> and complete the application form and email to <a href="mailto:ICI.Innovation@umac.mo">ICI.Innovation@umac.mo</a>
Deadline of Application:	12 <sup>th</sup> September 2018
Announcement of Admission:	13 <sup>th</sup> September 2018
Deposit:	The deposit should be paid at the Centre for Innovation (N1-1001) within 3 working days upon admission notification. Otherwise, the quota should be deemed given up. The deposit will be fully refunded to students with attendance reaching 75%.

Certificate: Participants with attendance reaching 75% and completing the class requirements will be awarded a certificate issued by the Institute of Collaborative Innovation.

### **Instructor**

**Prof. Jerome Yen** is currently interim director of Institute of Collaborative Innovation, head of Centre for Innovation and distinguished professor of Business Information Systems. Before joining the University of Macau, he was the director of internet finance at the Hong Kong Applied Science and Technology Research Institute. He has also worked in the University of Hong Kong, Hong Kong University of Science and Technology and Chinese University of Hong Kong with profound research experience in management information systems, finance, commerce, risk management and internet finance, especially in finance supermarket and its business model and technologies. Besides, Prof. Yen has also held the position of senior vice president and deputy chief risk officer in a company of Forbes 500 and Fortune 500.

Prof. Yen has lead students as an advisor to participate in regional and international business model writing competitions where the team has won prizes. Prof. Yen has also been consultants for a number of financial institutions such as Stock Exchange of Hong Kong, Hong Kong Securities and Futures Commission, Hang Seng Bank, SinoPac Financial Holdings, Bank of East Asia, Yuexiu Securities, China Construction Bank in investment strategies, risk management and structured product designs. Guest speakers if any will be announced in due course.

### **Contents (Tentative)**

- ❖ Introduction to innovation and entrepreneurship; formation of startup team.
- ❖ Selection of product services and industries; writing business plan.
- ❖ Introduction to innovative technologies, such as blockchain, big data and artificial intelligence, etc.; introduction to intellectual properties protection.
- ❖ Marketing researches and strategic marketing.
- ❖ Financial management methods for startup teams.
- ❖ Comments of roadshow from senior entrepreneurial tutors for accelerating implementation and incubation of projects.



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<b>Week</b>	<b>Date</b>	<b>Seminar Contents</b>
#1	19 <sup>th</sup> September	1. Introduction to innovation and entrepreneurship 2. Formation of startup teams
#2	26 <sup>th</sup> September	1. Writing business plans and presentation
#3	10 <sup>th</sup> October	1. Market pain points and opportunities 2. Building business models
#4	24 <sup>th</sup> October	1. Products design, market positioning and marketing strategy
#5	31 <sup>st</sup> October	1. Abstract of finance technology frontiers, such as blockchain, big data and artificial intelligence. 2. Introduction to intellectual property protection
#6	14 <sup>th</sup> November	1. Project evaluation, 2. financial planning 3. Financing and entrepreneurial development plan
#7	21 <sup>th</sup> November	Discussing entrepreneurship frontier and case analysis
#8	28 <sup>th</sup> November	Finalize Entrepreneurship projects and roadshow