



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

SHORT COURSE IN ENTREPRENEURSHIP: LEADERSHIP AND MANAGEMENT IN INTERNATIONAL CONTEXTS



 **MODALITY**
On Campus

 **CAMPUS**
Murcia

 **DURATION**
3 weeks

 **CREDITS**
6 ECTS

 **MINIMUM**
10 students

Objectives

- Boost initiative and entrepreneurial spirit to launch new companies.
- Understand the importance of developing efficient business plans.
- Recognize the role of leaders in multinational companies when facing present global challenges.
- Acquire leadership skills and social intelligence to motivate international teams.
- Learn how cultural influences and business practices in different countries might affect managers behavior in terms of communication and negotiation.

Additional Information

- **Place:** On Campus (Murcia)
- **Hours:** 60 hours
- **Visits:** 1 per week
- **Schedule:** Monday to Friday. 09:00-14:00 or 16:00-21:00

Schedule

MODULE I. Entrepreneurship

SESSION 1

09:00	Developing the opportunity
11:30	BREAK
11:30	Developing the opportunity
13:30	LUNCH

SESSION 2

09:00	Launching your start-up
11:00	BREAK
12:00	Launching your start-up
13:30	LUNCH

SESSION 3

09:00	Growth strategies
11:00	BREAK
12:00	Growth strategies
13:30	LUNCH

SESSION 4

09:00	Financing and profitability
11:00	BREAK
12:00	Financing and profitability
13:30	LUNCH

SESSION 5

09:00	Case studies
11:00	BREAK
12:00	Presentation
13:30	LUNCH

MODULE II. Leadership

SESSION 1

09:00	Leadership
11:30	BREAK
11:30	Leadership
13:30	LUNCH

SESSION 2

09:00	Social abilities
11:00	BREAK
12:00	Social abilities
13:30	LUNCH

SESSION 3

09:00	Social intelligence
11:00	BREAK
11:30	Social intelligence
13:30	LUNCH

SESSION 4

09:00	Competences to motivate teams
11:00	BREAK
11:30	Competences to motivate teams
13:30	LUNCH

SESSION 5

09:00	Case studies
11:00	BREAK
12:00	Presentation
13:30	LUNCH

MODULE III. Cross-cultural Management

SESSION 1

09:00	Corporate culture
11:30	BREAK
11:30	Corporate culture
13:30	LUNCH

SESSION 2

09:00	Communication in intercultural teams
11:00	BREAK
11:30	Communication in intercultural teams
13:30	LUNCH

SESSION 3

09:00	Cross-culture Business Behavior
11:00	BREAK
11:30	Cross-culture Business Behavior
13:30	LUNCH

SESSION 4

09:00	Business protocol and negotiation
11:00	BREAK
11:30	Business protocol and negotiation
13:30	LUNCH

SESSION 3

09:00	Case studies
11:00	BREAK
12:00	Presentation
13:30	LUNCH

Services Included

- 1 Professor/tutor for free
- Accommodation
- Breakfast and lunch (excluding weekends)
- Transport Card (Murcia city)
- Teaching materials
- UCAM welcome pack
- Murcia city guided tour
- UCAM Course Completion Certificate
- 1 company visit per week

Airport transfer to Murcia or Pick up services are not included