

# Entrepreneurship Online Professional Development Program

Dear Colleagues,

IUCEE and UMass Lowell's Jack M. Wilson Center for Entrepreneurship are pleased to announce the Professional Development workshop for faculty from universities and colleges in India. The prime objective of this workshop is to provide Engineering and Management Faculty with tools and frameworks to teach Entrepreneurship and Innovation at higher education institutions. This will enable a rapid scaling of entrepreneurship education in India.

Since many of you have gone through IUCEE's first "Course on Entrepreneurship", in this workshop, you will learn "how to teach"!

The workshop will be conducted virtually, two sessions each week, for 5 weeks.

## You will receive:

- Workshop notes, slides, recordings
- Teaching guides, exercises, assignments, projects
- Student learning assessment tools
- Entrepreneurship curriculum development coaching
- An understanding of the importance of an entrepreneurship ecosystem
- UML/IUCEE Certificate

**Workshop Fee:** \$750 per faculty/student team (which includes one faculty and one student). Once you are registered, additional information will be sent. Discount available, see image on the right! Please go to this link to [register now](#).

## WHEN?

### Dates:

- Jan. 15, 16, 22, 23, 29, 30
- Feb. 5, 6, 12, 12

### Time:

- 9:00 AM to 12:00 Noon EST

## EARLY REGISTRATION OFFER

- **December 15 Deadline**
- \$599 Per Team (save \$151)
- **ADDITIONAL 10% OFF**
  - if 4 or more teams from the same institution



**Entrepreneurship Online Professional Development Program**

*Prepare the faculty to teach Entrepreneurship by incorporating the experiential entrepreneurship pedagogy in curricula*

Provide tools and frameworks to deliver Entrepreneurship Experiential Learning

**Engage and Motivate students**

- Entrepreneurship Building Blocks
- Business Model Generation
- Lean Launchpad and Lean Strat-up
- Design Thinking
- Customer Discovery Process
- Financing Ventures
- Entrepreneurial Teams
- Case Studies, Class Exercises and Projects
- Curriculum Development and Content
- Entrepreneurship Ecosystems

More info? [ge2@uml.edu](mailto:ge2@uml.edu)

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## Meet the Workshop Trainers and Moderators



Prof. Michael P Ciuchta is an Associate Professor in the Department of Marketing, Entrepreneurship & Innovation at the University of Massachusetts Lowell. He received his PhD in Organization Theory/Strategic Management from the University of Wisconsin – Madison.



Prof. Mehta over 50 years of experience in business, industry and academic. He joined the Manning School of Business in 2005 and has been teaching strategy and entrepreneurship at undergraduate and graduate levels. He founded 2 software companies and worked for a high-tech company.



Sandra Richtermeyer is the Dean of the Manning School of Business. Richtermeyer holds both her Ph.D. in accounting and her M.S. and MBA from the University of Colorado.



David Vatalaro is an Adjunct Professor in the Manning School of Business teaching entrepreneurship classes. He holds an MS in Innovation and Technical Entrepreneurship from the University of Massachusetts – Lowell.



Yi Yang is the Chair of the Department of Marketing Entrepreneurship and Innovation at the Manning School of Business, and co-director of the Jack Wilson Center for Entrepreneurship. Prior to that, she was the PhD program director at Manning from 2014-2017. She joined UMass Lowell in 2006 right after receiving her PhD in Business Administration from Drexel University.



William Yelle has over 30 years of experience in the biopharmaceutical industry. He currently serves as an Entrepreneur in Residence at Partners Innovation Fund (PIF) as well as an Adjunct Faculty Member at The Manning School of Business at UMass Lowell. He received his M.B.A. in Management & Marketing from Columbia University, an M.S. in Organic Chemistry from the University of California at Berkeley and a B.S. from the University of Massachusetts Lowell.



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