



SEMMELWEIS
EGYETEM 1769



The Business of Health Care Innovation

from research idea to market product

Date

From 27 November – 1 December 2023

Place

Rector's Building, Semmelweis Salon
1085 Budapest, 26 Üllői Street., 1st floor

Date	Topic
2023.11.27 Monday 9:00 am - 3:30 pm	Innovation Management
	Innovation Management at Semmelweis Univ
	New Innovation and/or Invention
2023.11.28 Tuesday 9:15 am - 3:30 pm	The Business Plan
	Components of business plan
	Developing a Business Plan Outline
2023.11.29 Wednesday 9:15 am - 4:00 pm	Marketing basics
	Raising capital - Different mechanisms
2023.11.30 Thursday 9:15 am - 3:30 pm	Art of Negotiation
	Negotiation simulation
	Leadership skill development
2023.12.01 Friday 9:15 am - 11:30 am	EU Regulations of Intellectual Property
	Final assessment

1 December 2023

11:35 am – 12:00 am

Certificate of attendance handover