

The programme in brief

The Space for Business programme is an executive business programme for professionals, managers and entrepreneurs working in the space industry, and for anyone who wishes to learn more about the space sector and the opportunities it offers.

The programme is a joint initiative offered by three top business schools in Europe: University of St. Gallen (Switzerland), Nova School of Business & Economics (Portugal), and Rotterdam School of Management, Erasmus University (The Netherlands). In 2023 we will start with the second edition of our programme

Focus of the programme

The programme has three key characteristics:

- The programme focuses on the space ecosystem, entrepreneurship, innovation management, strategic management and leadership development tailored to the specific needs of the space sector.
- The programme is organized as a personal learning journey. Participants work on personal real-life impact projects in which they can apply their learnings to their own projects. For this they receive coaching during the programme.
- The programme is small-scale and intensive. This allows participants to work closely together, share their knowledge and grow their network.

Learning outcomes

Gain in-depth knowledge of the space industry and opportunities for space and non-space ventures

Develop a deep understanding of innovation, management, and entrepreneurial challenges

Apply these insights to business and organizations

Grow a peer network of space industry professionals.

Structure of the programme

The 8-month programme consists of four modules comprising online meetings and a residential week (4-5 days). Residential weeks are held in Switzerland, Portugal, and in the Netherlands

respectively. Business school professors will share the latest insights on space business topics. Experts from the field join in to discuss their experiences in managing their business. Company visits will bring participants closer to local business innovation clusters in the three countries.

Between the modules, online meetings are provided in which participants meet entrepreneurs and experts. In addition, they receive coaching on their personal impact project. At the end of the fourth module, participants present their work to stakeholders at the European Space Technology and Research Centre (ESA ESTEC) in the Netherlands.

Dates and locations in 2023

Module I – Explore

Online programme: February - March

Residential week: 13th-17th March, St. Gallen University & Swiss Alps, Switzerland

Module II – Launch

Online programme: April - May

Residential week: 30th May – 2nd June, Nova School of Business & Economics, Portugal

Module III – Accelerate

Online programme: June – September

Residential week: 25th-27th September, Rotterdam School of Management & Erasmus Center of Entrepreneurship, Netherlands (dates to be confirmed)

Module IV – Touchdown

Residential week: 28th-29th September, European Space Research and Technology Centre, Noordwijk, Netherlands (dates to be confirmed)

Content of the residential modules

Module 1: Explore

This module focuses on understanding the New Space economy and its ecosystem, business opportunities and business model innovation. Participants start with their personal impact project.

Key topics:

- The NewSpace ecosystem and its opportunities
- Business Model Innovation

- Company visits
- Definition of the personal impact project

Module 2: Launch

This module shifts the focus to the entrepreneurial process, about developing new ideas, and building new businesses based on these ideas. The module focus on topics such as creativity and ideation, entrepreneurial team development and the financing new business operations.

Entrepreneurship is not only relevant to starting ventures but also to large incumbent firms. Finding business opportunities for new products, services, marketing strategies, and processes are essential for any business.

Key topics:

- Ideas and opportunities in Space
- Funding and Venture Capital
- Entrepreneurial Leadership Team Development
- Company visits
- Applying insights to the personal impact project

The focus of this module is on the question of how to scale up from a small company to a large company and the challenges faced by growing companies. It furthermore focuses on questions like: how can firms create value by partnering up with other firms? How to participate in the innovation ecosystem? How to develop a personal leadership vision to manage one's business?

Key topics:

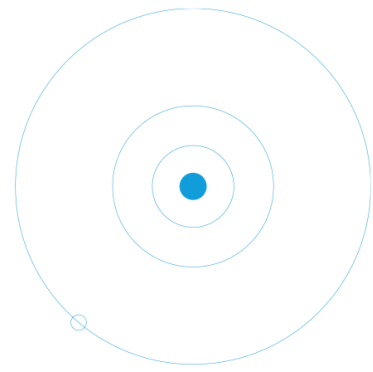
- Innovation Strategies
- Partnerships, Open Innovation and Ecosystems
- Leadership & Governance
- Scaling up companies
- Company visits
- Pitch preparation personal impact project

Module 4: Touchdown

This module includes a visit ESA's research and technology facilities in the Netherlands. Here they will present the results of their impact projects.

Key topics:

- ESA's ecosystem
- Funding opportunities
- Visit to ESA incubation center
- Final presentations & Graduation

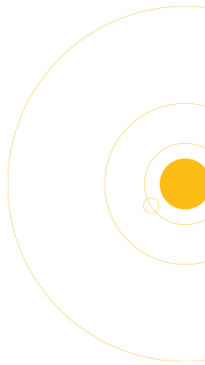


More information

For more information about the programme and experiences of participants, see our website www.spaceforbusiness.eu and LinkedIn page: <https://www.linkedin.com/company/73183881>

Contact & connect

Connect with programme directors: Andreas Wittmer – University St. Gallen (andreas.wittmer@unisg.ch), Emir Sirage - Nova SBE (emir.sirage@aircentre.org), Rene Olie – Rotterdam School of Management (rolie@rsm.nl) or connect via info@spaceforbusiness.eu



The three business schools

[University of St. Gallen](#), Switzerland (HSG) is ranked among the world's top 5 business schools in pre-experience management education. It offers an extensive range of educational programmes in management and business for all career stages. HSG offers the space business programme in close collaboration with [Center for Aviation Competence](#) at University of St. Gallen (CFAC).

The CFAC is the established aviation research center in Switzerland, which is administrative host of the Swiss Aerospace Cluster including more than 160 member companies.

[Nova School of Business and Economics](#) is a living lab where our business partners can test-drive and improve their technological solutions. Our research community is fast-paced and flexible. Over the years, we have developed many entrepreneurship projects with national and international companies, as well as social initiatives that have proven positive social impact. We value cooperative work and community experiences. We offer the most advanced technologies for you to assess your progress and go further. Our mission is to let you become all you wish to be and create positive change in the world.

[Rotterdam School of Management](#) (RSM) is the business school of Erasmus University Rotterdam in the Netherlands. RSM is already working for 17 years with ESA Space solutions in programmes that connects business students to space technology and space companies.

RSM has a consistent ranking amongst Europe's top-ranked business schools. With its mission to be a force for positive change in the world, RSM has firmly established its reputation over almost 50 years as one of Europe's most international and innovative business schools.

RSM offers the third module in close collaboration with [Erasmus Centre of Entrepreneurship](#), one of Europe's leading centers for entrepreneurship.

Tuition and scholarships

The tuition fee is € 15,000 including VAT. This fee includes all course materials, refreshments, lunches and one group dinner during each module. Discounts and Scholarships provided by the three universities are available for specific groups of participants. See our website or contact our programme management.