

## INTRODUCTION TO ENTREPRENEURSHIP

<b>Instructor</b>	
<b>Email</b>	
<b>Schedule</b>	Monday – Friday (2hrs)
<b>Classroom</b>	Virtual classroom
<b>Office hours</b>	by request
<b>Credits</b>	3 (45hrs)
<b>Language of Instruction</b>	English

### 1. COURSE DESCRIPTION

Entrepreneurship is a mindset—a way of looking at things that is opportunity-focused and creative. It is about creating value for customers and investors, gaining independence in your career, taking bold risks, and solving challenges with undefined solutions. To be an entrepreneur means that you are visionary and have the ability to innovate—to improve the old and invent the new. You need passion—doing what you love. Above all, you need persistence—getting up every day and moving forward with no one telling you what to do or why to do it.

This course will introduce students to the entrepreneurial world and the start-up process. It is an opportunity to turn your dream idea into a real business project. In order to do that the course will revise basic business, different methodologies for problem-solving, innovation, and design. The course is divided into different units that explore the different phases of business development including framing, prototyping, financing, and pitching. Students will learn and work with different methodologies (*Design Thinking, Canvas, and Lean Start-Up*) to be able to define and put to work their ideas together, evaluate, create, and pivot when necessary.

It is designed to be a very practical experience and participants will work in interdisciplinary teams on different real-life business projects. Students are welcome to bring their own business proposals to the course. The course will also offer a series of workshops where students will empower the soft skills necessary (leadership, teamwork, negotiation, public speaking, pitches) to run their projects successfully.

This course is designed for a general audience (business and non-business majors) interested in launching their own businesses in the future.

## 2. GOALS & COMPETENCES

Upon completion of the course students will be able to identify

<b>Competence 1.</b>	Think critically and creatively about the nature of business opportunities, resources and industries.
<b>Competence 2.</b>	Gain the basic core business skills to be able to set up an entrepreneurial project.
<b>Competence 3.</b>	Gain the key soft skills to make the entrepreneurial project grow (leadership, teamwork, negotiation, public speaking, pitches).
<b>Competence 4.</b>	To be able to construct, prepare and write a compelling Business Plan.
<b>Competence 5</b>	To develop a compelling narrative through building up your storytelling and pitching skills.
<b>Competence 6.</b>	Develop a critical eye for evaluating the business and be able to pivot when necessary.

## 3. UNITS

Day 1	Introduction to the course. Introduction to entrepreneurship. Unit I:.1 What is entrepreneurship? What is innovation? What do you need to develop your ideas? How do you do it?
Day 2	Entrepreneurial thinking and the entrepreneurial mind. Traits for Successful entrepreneurs.
Day 3	Workshop 1 Leadership & Leadership styles.
Day 4	Unit II. Creativity and the business idea.
Day 5	Opportunity Spotting; Trend spotting and ideation. Quiz 1.
Day 6	Workshop on Design Thinking: session I – Defining the process and methodology.
Day 7	Workshop on Design Thinking: session II – Identifying the topics, groups and technologies.
Day 8	Workshop on Design Thinking: session III – Project definition and planning.
Day 9	Unit III: Industry and Market Research.
Day 10	Designing your Business Plan: Creating and Starting the Venture. (I) Strategy: The Lean Startup.
Day 11	Designing your Business Plan: Creating and Starting the Venture. (II) Business Model Analysis: Canvas. Quiz 2.
Day 12	Workshop II – Negotiation (Learning about <i>Getting to Yes</i> ).
Day 13	Unit IV: Marketing your Products. The ABCs of your marketing strategy.
Day 14	Marketing Plan. (I) Channels & Distribution.
Day 15	Marketing Plan. (II) Digital Marketing Strategy. Quiz 4.

Day 16	Workshop on Design Thinking: session IV: Follow up, meetings with groups & tutors. Basic guidelines for pitching.
Day 17	Unit V: Prices & Financial strategy. Product development & pricing strategies.
Day 18	The Financial Plan.
Day 19	Sources of Capital. Quiz 5.
Day 20	Unit VI: Venture Organization. (I) Building a Learning Organization.
Day 21	Managing your organization & Teambuilding.
Day 22	Business Project Presentations.
Day 23	Business Project Presentations.
Day 24	Business Project Presentations.
Day 25	Final session, closing remarks –review session.

*NOTE: Except for changes that substantially affect the methodology of the course, this syllabus is a guide for the course and is subject to change with advance notice.*

#### 4. METHODOLOGY

This is a virtual blended program where students cover the content of the course online through synchronous meeting with the professor and classmates in real-time. Students will do individual as well as collaborative work on specific topics and projects. We use three different platforms for the class; Zoom and Google Class for teaching support and Miro for the Virtual Collaborative project.

The primary vehicle for student learning is participation in team-based projects in the domains of business, education, arts, and technology. The learning is supported through lectures, discussions, readings, in-class exercises, and through a series of formal design reviews that encourage reflection on student's process and their insights. Students in the course will spend significant time observing, listening to, analyzing, storytelling, and otherwise engaging users (and fellow students) as they develop and implement meaningful and transformative design and product.

First, students will participate in a Design Thinking Workshop to be able to ideate and prototype their initial product. Then, the group will be required to turn the prototype into a business idea and develop a business plan that must include the specific issues presented throughout the course.

The course includes a full program of virtual visits and meetings with designers of different fields where they can share their experiences and stories as well as the challenges and ethics of the world of design. Guest speakers will be invited for several sessions to show real life experiences and share valuable insights and practices with students. These will be either entrepreneurs or professionals with specific experience in the field is shown in the session.

Note: this is intended to be a blended program with virtual synchronous classes followed by an immersion experience in Spain when health and safety conditions allow.

## 5. CLASS PROJECTS

### *Part I. Design Thinking Workshops: Innovation & Design*

Human-centered design methodologies, including Design Thinking, arrive at optimal solutions to problems by gathering thoughts and ideas from a diverse set of individuals using stabilized tools and methods. Students will learn about the tools and methods of Design Thinking, and then they will be divided into different groups of four to six diverse students.

Students will work together in their groups both during class time and outside of the class, progressing through the stages of Design Thinking to develop what they feel is the best human-centered Design Solution for their assigned Challenge.

They will then present/pitch their Design Solution through an online video working to tell the story of their challenge and selling the audience on their solution.

### *Part II. Developing your Business Plan*

The group will be required to turn the prototype into a business idea and develop a business plan that must include the specific issues presented throughout the course.

They will then present/pitch their Business presentation through an online video working to tell the story of their challenge and selling the audience on their solution.

Upon conclusion, each student will independently submit a paper detailing the process of the team's work, the resulting Design Solution, their unique contribution towards the solution development, and the lessons they have learned along the way.

## 6. EVALUATION

This course integrates different components for the final evaluation including participation in class discussions & activities, quizzes and assignments, and group projects.

1. In -class participation preparation & participation	10%
2. 5 quizzes	25%
3. Group activity I—Innovation & Design	20%
4. Group Activity II – Developing your Business Plan	20%
5. Group Presentation	15%
6. Personal Narrative Reflection	10%

## 7. BIBLIOGRAPHY

There is no required textbook for this course. Every session there will have selected assigned readings, videos or presentations that will be made available to students through Google Class. Most readings will be directly tied to the weekly assignments and include a combination of practical guides and theoretical/historical perspectives.

### Selected Bibliography

- Drucker, Peter. Innovation & Practice: Practice & Principles. (selected readings)
- Kawasaki, G. *The art of the start: the time-tested, battle-hardened guide for anyone starting anything*. 2.0. New York: Penguin, 2015
- Ries, Eric. The Lean Startup: How today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business, 2011.
- Senge, Peter. The Learning Organization. New York: Doubleday, 2004 (selected readings)

We will be using these guides as a reference

- Field Guide to Human Centered Design (IDEO.org)
- Design for Social Impact: A How-To Guide (IDEO.org & The Rockefeller Foundation)
- Design Thinking for Educators, 2<sup>nd</sup> Edition (IDEO.org)
- Design Thinking Tool Kit (IDEO.org)