

## DOI-OPT-445 Introduction to Entrepreneurship

**SEMESTER:** Spring / Summer

**CREDITS:** 3 ECTS (Spring: 2h/week, Summer: 30 hours)

**LANGUAGE:** English

**DEGREES:** SAPIENS program. GITI. GITT.

### Course overview

It is currently a known fact that **traditional business development processes are not suitable** for just any business scenario. Business environments have undergone radical changes in recent years (whether in corporate or entrepreneurial environments) and have to take the appropriate step to adapt to changes in the market realities in which we work. For this, it is necessary to **provide new methodologies appropriate to this development paradigm**.

It is widely accepted that **the most effective way to learn these methodologies is from the experimentation of tools in contexts of uncertainty**.

As a result, this course has been created as a training activity that allows students to learn how to develop business models with new, more agile methodologies. **This is the Business Design & Lean Startup course**.

Classes will combine **theoretical pills, case studies, tools and techniques** for idea generation and business model design, and **team work on a project**. The team project will indeed be the cornerstone of the course.

### Prerequisites

There are no particular prerequisites to take this course.

### Course contents

#### Theory:

1. Creativity and stimulation techniques
2. Design Thinking
3. Design Research
4. Business Model Canvas.
5. Business Model Patterns
6. Value Proposition Canvas. Types of Fits.

7. Introduction to the Lean Startup process
8. Types of Experiments.

### Workshops:

The workshops will take up **30%** of the time to cover the **theoretical approach**, tools and cases. The remaining time will be used to work on their own **team project**.

**W1. Creativity & Design Thinking Workshop** is focused on the student to understand how creative processes work and familiarize themselves with the techniques of generating innovative ideas as a prelude to the generation of new business ventures.

**W2. During Business Design Workshop**, it is sought that the student understands how to begin to articulate an idea to turn it into a business using various techniques of Business Design.

**W3. Lean Startup Workshop** is focused on the student becoming familiar with the Lean Startup process, its principles and validation techniques.

### Textbook

- The startup owner's manual: the step by step guide for building a great company. Blank & Dorf (2012).

#### Complementary:

- Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers., Alexander Osterwalder (2010).
- This is Service Design Doing. Stickdorn, Hormess, Lawrence, Schneider
- Art Of The Start 2.0, Guy Kawasaki
- Los Principales Errores De Los Emprendedores (Innovación Y Creatividad), Carlos Blanco Vázquez (2013).
- The Four Steps to the Epiphany, Steve Blank (2006).
- Design Thinking Toolkit by IDEO.
- Running Lean: Iterate from Plan A to a Plan That works. Ash Magura (2012).
- Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder & Yves Pigneur (2012)
- The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, Eric Ries (2011).
- Lean Analytics: Use Data to Build a Better Startup Faster. Allistair Croll & Benjamin Yoskovitz (2013).
- Lean Customer Development: Building Products Your Customers Will Buy, Cindy Alvarez (2014).

- Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant, W,Chan Kim (2015).
- Seven Habits of Highly Effective People, Stephen Covey (2004)
- Lean UX: Designing Great Products with Agile Teams, Jeff Gothelf & Josh Seiden (2016).
- Finanzas para emprendedores, Antonio Manzanera Escribano.

## Grading

Grading will be based on:

- [ 50% ] Participation in class
- [ 25% ] Group Dynamic
- [ 25% ] Team Works

The following conditions must be accomplished to pass the course:

- A minimum overall grade of at least 5 over 10.
- A minimum grade in the team project of 5 over 10.

Extraordinary retake:

- Individual Project following the scheme:
  - Title
  - Problem
  - Solution
  - Business Model Canvas
  - Value Proposition Canvas
  - Hypotheses identified
  - Potential Experiment

To complete the project it is recommended to read:

- Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers., Alexander Osterwalder (2010).
- Value Proposition Design: How to Create Products and Services Customers Want, Alexander Osterwalder & Yves Pigneur (2012)