



PRESENTACIÓN

Breve descripción:

Entrepreneurship is not only about having a great idea and selling it to the world, but also about developing skills, attitudes, and traits that makes the difference between yourself and the crowd. Entrepreneurs skill establish a competitive advantage. The current leaders, even from the biggest companies in the world, are required to have an Entrepreneur mindset.

Prof. H.H. Stevenson, From Harvard, defines entrepreneurship as “the pursuit of opportunity without regard to resources currently controlled.”

In this course, we will explore ways of thinking and ways of acting. We should approach entrepreneurship as a mindset, and attitude, a way of management.

This course is meant to serve an integrative role, bringing together all the pieces and parts of venture creation. We will study and practice how a business is created from scratch, examining the interface between entrepreneurship and marketing, economics, technology, financing, logistics, human resources, operation... and other key areas of the organization.

Students are expected to summarize and integrate the knowledge acquired during the course and put it into practice. As an entrepreneur, you will have to develop an idea and transform it into a viable, scalable, and trustable business opportunity, including a detailed business plan with a strategic approach, that will guide the future of your company.

You also will be asked to think and act as an investor to analyze if your fellow students' ideas deserve your investment... Think out of the box is a must for an entrepreneur.

Students will work in groups, developing their project. They will have to present frequently their progress and achievements. Teacher will act as well as coach for their projects.

LEARNING OUTCOMES

Some of the outcomes students will obtain:

- Understanding the nature of the entrepreneurial process and the many contexts in which that process applies
- Applying ideas and insights from a variety of disciplines and functional areas to the process of creating innovative new ventures
- Analyzing the requirements surrounding the creation of a new venture and the approaches for overcoming the existing obstacles
- Understanding the opportunities that give rise to the venture ideas
- Evaluating the main issues surrounding implementation of an entrepreneurial idea
- Evaluating opportunity recognition and assessment
- Create new business plans that involve critical thinking and creativity in addressing problems that surround an entrepreneurial initiative

- **Titulación:** ADE + Innovation & Entrepreneurship
- **Módulo/Materia:** 7.2 optativas específicas/ Entrepreneurship



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- **ECTS:** 6
- **Curso, semestre:** Curso 3, semestre 2
- **Carácter:** Optativa de perfil obligatoria
- **Profesorado:** Ignacio Gallardo
- **Idioma:** English except for the classes with guests that will speak Spanish
- **Aula, Horario:**

COMPETENCIAS

CEOP12. Conocer y aplicar conceptos y teorías del área de la innovación, en sus diferentes aspectos (innovación social, de producto, radical, modular, disruptiva..) // Understand and apply concepts and theories of innovation, including social, product, radical, modular, disruptive...

CEOP13. Conocer y aplicar conceptos y teorías avanzados del área de la estrategia // Understand and apply advanced strategy concepts and theories

CEOP14. Conocer los fundamentos económicos de la innovación en el área de la empresa // Understand the economic fundamentals of innovation in companies

CEOP15. Conocer y aplicar los conceptos y teorías de entrepreneurship e intrapreneurship // Understand and apply concepts and theories of entrepreneurship and intrapreneurship

PROGRAMA

1. What's entrepreneurship about
2. Key drivers: Ideas and needs. Where ideas come from? Developing your own idea.
3. Business opportunities: stressing the idea, main aspects to have in mind.
4. Market is king: Viability, size of the opportunity, segmentation, customers (tools for knowing the market perfectly)
5. What makes the difference: Strategies, SMART Objectives, Business model, competitive advantage
6. Business plan: key aspects of each department (marketing, operations, HR, Finances) and how every aspect is connected
7. How and who is going to finance my venture
8. How to pitch: make investors fall in love with your project
9. Extra bonus: concepts of the future (or present) open cross innovation, venture builders, vertical crowdfunding, Intrapreneurship...

ACTIVIDADES FORMATIVAS

Face-to-face classes

Where we will alternate theoretical classes, talks, resolution of cases, w
Personal and team activity



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Preparation of classes and personal study

Team projects:

Creation of Sites/web to develop digital skills

Creation of MVP or the basic product

Organization and development of the Challenge with a sales pitch of innova

Video summaries of bibliography and skills to undertake

I take this opportunity to remember that the project had to be practical a

EVALUACIÓN

CONVOCATORIA ORDINARIA

In the ordinary evaluation, students have to present a final project that will represent 70% of the final grade and they will have to do an exam representing the 30% of the final grade.

- **Team project: Entrepreneurship project. Evaluation criteria according to the rubric detailed in the project definition. Weight in the final mark: 70% of the mark:**
 - 40% final document (team)
 - 20% oral presentation (team)
 - 10% peer evaluation work (personal) The people who have not contributed to their team during the semester, will not benefit from their group grade.
- **Final knowledge exam Objective evaluation through tests, short questions or small cases. Weight in the final grade: 30%**

The final project and the exam must obtain a minimum of 5 out of 10 to pass the course.

CONVOCATORIA EXTRAORDINARIA

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In case a student doesn't pass the course, he will have to go to the extraordinary call. He will have to present an extra work consisting of a research paper linked to the entrepreneur ecosystem (can be about different topics: investment, entrepreneurs & leadership, unicorns start ups...). If a student wants to improve his grade, he can waive his previous grade (exam + project) and voluntarily do a research paper. His final grade will be the one for the research paper, regardless of whether it is higher or lower than his previous grade.

HORARIOS DE ATENCIÓN



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After class by previously sending an email to: Ignacio.gallardo@external.unav.es

BIBLIOGRAFÍA

- [Lean Start up, Eric Ries Find it in the library.](#)
- [The Art Of The Start by Guy Kawasaki](#)
- [Business Model Generation by Alexander Osterwalder, Yves Pigneur](#)
- [The \\$100 Startup by Chris Guillebeau](#)
- [Disciplined Entrepreneurship, Bill Aulet](#)