



Universidad
de Navarra

Entrepreneurship (Gr.Marketing)

Guía docente 2023-24

PRESENTATION

Course description: The Entrepreneurship course introduces the student into the field of creating and scaling new products, services or innovation ideas that respond to customer needs and generate viable businesses. During the classes students will discover and discuss why a startup needs to be managed in a different way compared with consolidated companies and institutions.

The course explains how to use the Lean Startup philosophy, why it is the most suitable approach when dealing with new businesses and a lot of uncertainty and why it is widely used in any kind of organization nowadays. Student will discover that learning about this kind of focus will be very useful for their professional future regardless of whether they start their own business.

During the course, students will have the chance to meet some entrepreneurs, they will learn how to use the Business Model Canvas in startups projects and will also discover practical ways of doing customer discovery and validation.

- **Degree:** Marketing
- **Module in the Degree Program:** Module V. Innovation and Entrepreneurship / Subject II: Entrepreneurship.
- **Number of credits:** 3 ECTS
- **Year:** Fourth, 2º semester
- **Type of course:** Required
- **Instructors:** [Diego Cenzano](#)
- **Language:** English
- **Department:** Marketing and Media Management, School of Communication.
- **Lecture schedule:** Thursday, from 5:30-to 7:15 pm (Classroom 5, Communication Building)

COMPETENCIES

CORE COMPETENCIES

CB1 - Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences typically demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.



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CB4 - Students are able to convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GENERAL COMPETENCES

GC3 - Knowing the tools and techniques of innovation and entrepreneurship processes that occur in marketing management.

GC5 - Apply leadership, teamwork, planning and time management skills to responsible decision-making and problem-solving in marketing.

SPECIFIC COMPETENCES

CE20 - Knowing the main creative methods of innovation development applied to the generation of business ideas and marketing of products and services.

PROGRAM

1. **What is a startup and what is being an entrepreneur?**
 1. What are the differences between a startup and a consolidated company?
 2. What is not a startup?
 3. Entrepreneurs and intrapreneurs.
 4. Types of market and basic focus for a startup.
2. **How to create a new product or service? The Lean Startup principles and methodology.**
 1. Validated knowledge.
 2. The feedback cycle.
 3. Minimum Viable Product (MVP).
 4. Startup metrics.
 5. Pivot or persevere.
3. **How to use the Business Model Canvas in startups.**
 1. How to create a flexible business plan.
 2. Basic guidelines to keep it updated.
 3. Examples of most popular new businesses.
4. **Customer development. How to deal with the most important and critical issue for a startup, its customers. Visits from entrepreneurs.**
 1. Steve Blank manifest.
 2. Get out of the building.
 3. Customer Discovery.
 4. Customer validation.
5. **Defining a purpose for a Startup. Establishing goals and ethical concerns when creating a new business.**
6. **Searching for capital to finance your project. Key issues.**

LEARNING ACTIVITIES

During classes the content of the course will be reviewed and some cases will be presented and commented with students to support the understanding of the subject- matter.



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At the end of each class the issues to review next session will be announced and the list of material to be read and watch in order to follow the course will be presented.

There will be **two group works and one individual** to be done during the course that will be announced and explained during the different sessions.

Tentative time distribution will be:

- Classes. 15 hours.
- Reading and video watching: 15 hours.
- Group work: 20 hours.
- Individual Work: 10 hours.
- Personal study: 15 hours

ASSESSMENT

ORDINARY

- 25% **First group work**. Interview to an entrepreneur
- 25% **Individual work** based on class assistance
- 25% **Second group work**. Business model Canvas
- 25% **final test**

EXTRAORDINARY

The student must pass an exam covering **all the theoretical and practical content of the course** in a global evaluation (**100%**).

- **IMPORTANT:** any attempt of fraud, cheating, copying, plagiarism or other irregular behaviour by students in any of the activities (exams, cases, class tests, etc.) will be sanctioned with the failure of the course.

OFFICE HOURS

D. Diego Cenzano (diego.cenzano@biko2.com)

- Every week at the end of class. 16.45, or by previous appointment by e-mail.

BIBLIOGRAPHY

Manual - Reading

- **The lean startup : how today's entrepreneurs use continuous innovation to create radically success.** Ries, Eric, 1978-New York : Currency, 2017 [Find it in the Library](#)