



Course Syllabus Entrepreneurship

March - July 2019

VIII Level

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I. General Information

Nombre del curso:	Entrepreneurship		
Requisito:	140 créditos aprobados	Código:	03356
Precedente:	No tiene	Semestre:	2019-1
Créditos:	3	Ciclo:	VIII
Horas semanales:	4	Modalidad del curso:	Presencial
Carreras	Todas las carreras	Coordinador del curso:	Jhony Ostos jostos@esan.edu.pe

II. Summary

The course is a mix of theoretical and practice. It is aimed at developing knowledge of the entrepreneurial business culture at a national and international level. In particular, the course aims to help students: to firstly, identify and evaluate business opportunities; to secondly, develop the business idea into a business concept; and to thirdly, exploit a "winning concept" through understanding the business opportunity's feasibility.

In addition, the course links individual skills with business competencies and helps the student to understand customer needs, to generate business ideas, to identify opportunities and to gather information to help assess an idea's viability. Together these aim to enable students to be able to create sustainable and competitive businesses for national and international markets.

The course is also designed to help students to understand the meaning of entrepreneurship and the essential qualities of the entrepreneurial spirit.

III. Course objectives

The objective of the course is to provide the student's with a managed experience of the business start-up process. The experience provides students with an understanding of concepts, theories and tools and provides students with the opportunity to practically apply these. The course seeks to promote the development of skills necessary for successful opportunity identification, business model conception and to identify the critical elements for business feasibility. The course therefore asks the student to apply previously learned skills and knowledge, including communication, analysis, critical thinking, problem solving, decision making, team work and business fundamentals such as accounting, planning, operations, marketing and finance. Students are required to manage their own performance within a team environment.

IV. Learning Objectives

At the end of the course the student will be able to:

- Identify the importance of entrepreneurship, its different types and the characteristics and qualities of entrepreneurs

- Devise, propose, evaluate and defend possible solutions about a specific problem.
- Demonstrate written and verbal communication skills in both academic and professional assignments.
- Propose, evaluate and defend possible solutions about a specific problem.
- Identify a business' stakeholders and customers and their roles and responsibilities.
- Demonstrate competence of basic concepts and principles in different fields such as business planning and strategy, accounting, economics and finance, marketing and human resources.
- Identify and describe the relationships between business functions
- Formulate and evaluate investments.

V. Methodology

The methodology of the course emphasizes the active participation of the student, with the teacher assuming the role of facilitator of learning and project coach. Classes will generally be composed of theory presentation, analysis and discussion of readings, the study and discussion of cases and exercises to be completed in groups.

Throughout the course, two (2) individual assignments are programmed, two (2) theory quizzes, and the team practical work whose progress must be presented on the dates indicated and according to the guidelines given in class.

Selected chapters from the textbooks are used, the reading of which is compulsory and must be completed by the students prior to the session, according to the course schedule.

The course will accomplish the learning objectives through a diverse mix of methods and activities, including:

- Analysis and discussion of at least one or more actual cases,
- Visits to FabLab and Innovation hub,
- In-class short case studies and team-based exercises,
- Working teams to complete the Start Up project by applying the class and reading materials to identify business ideas, prepare a business model and conduct a feasibility assessment, and
- Presentations of the group's ideas, business model and feasibility.

VI. Evaluation

The evaluation system is permanent and comprehensive, and is intended to promote student learning. The course grade is an average of the permanent evaluation (PEP) (55%), the midterm exam (EP) (20%) and the final exam (EF) (25%)

The weights of the permanent evaluation are described in the following table:

PERMANENT EVALUATION PONDERATE (PEP) 55%		
Evaluation Type	Description	%
Theory quizzes	2 Theory paper quizzes	10%
Individual Assignment	2 Case Report or Research Assignment	20%
Class Attendance, Participation	Regular and punctual attendance. Actively participating in group work and in class	10%
Start Up Team Project	Part 1 - Elevator Pitch & Concept Brief	20%
	Part 2 - Business Model Canvas	20%
	Part 3 - Feasibility Analysis	20%

The final average (FA) is obtained as follows:

$$\mathbf{FA = (0,20 \times ME) + (0,55 \times PEA) + (0,25 \times FE)}$$

FA: Final Average

ME: Mid-term Exam

PEA: Permanent Evaluation Average

FE: Final Exam

Do not expect to get full credit for participation or attendance if:

- You arrive late or leave early.
- Have your laptop open, use your blackberry or I-phone during class or simply do not follow the class.
- Never say a thing in class.
- You fail in the unannounced quizzes.

VII. Program content

WEEK	CONTENT	ACTIVITIES / EVALUATION
LEARNING UNIT I: INTRODUCTION TO ENTREPRENEURSHIP LEARNING OUTCOMES: <ul style="list-style-type: none"> Identify the importance of entrepreneurship, its different types and the characteristics and qualities of entrepreneurs. 		
1° Del 21 al 27 de marzo	1.1 INTRODUCTION TO ENTREPRENEURSHIP 1.1.1 What is entrepreneurship 1.1.2 Entrepreneurial Characteristics and Qualities 1.1.3 Types of business ventures	Presentation of the Course Methodology Activity N° 1 Class Visit: FabLab – Innovation space and tools
	Mandatory reading Barringer, B. & Ireland R.D. Chap.1, Introduction to Entrepreneurship, pp. 3-36.	
LEARNING UNIT 2: START UP IDEAS AND BUSINESS OPPORTUNITIES LEARNING OUTCOMES: <ul style="list-style-type: none"> Devise, propose, evaluate and defend possible solutions about a specific problem. Demonstrate written and verbal communication skills in both academic and professional assignments. 		
2° Del 28 de marzo al 03 de abril	2.1 START UP IDEAS AND BUSINESS OPPORTUNITIES 2.1.1 Forming a new venture team 2.1.2 Generating Ideas and recognizing business opportunities	Start-Up project Part 1 set: Business idea Pitch and concept statement.
	Mandatory reading Barringer, B. & Ireland R.D. Chap. 9, Building a New-Venture Team, pp. 285-312 Barringer, B. & Ireland R.D. Chap. 2, Recognizing Opportunities and Generating Ideas, pp. 40-72.	
3° Del 04 al 10 de abril	2.1.3 Generating Ideas 2.1.4 Pitching Ideas	Activity N° 2&3 Class Visit: Innova – Generating Ideas Class Visit: Innova – Developing Pitches
	Mandatory reading Osterwalder, A. & Pigneur, Y. Designs, pp. 122-195	
LEARNING UNIT 3: BUSINESS MODELS LEARNING OUTCOMES: <ul style="list-style-type: none"> Propose, evaluate and defend possible solutions about a specific problem. Identify a business stakeholders and customers and their roles and responsibilities. Identify and describe the relationships between business functions. Demonstrate written and verbal communication skills in both academic and professional assignments. 		
4° Del 11 al 17 de abril	3.1 BUSINESS MODELS 3.1.1 Introduction to business models 3.1.2 Developing effective business models Student Presentation Idea Pitches 2nd session of week	Start-Up project Part 1 Due 2 Business idea Pitches and 2 concept statements. Theory Quiz #1: Quiz on Mi Tiendicita de Moda reading
	Mandatory reading Barringer, B. & Ireland R.D. Chap. 6, Developing an Effective Business Model, pp. 177-205. Osterwalder & Pigneur, Y., Patterns, pp. 51-121	
5° Del 22 al 27 de abril	3.1.3 The Business Model CANVAS 3.1.4 Value Proposition & Customer Segments	Start-up Project Part 2 set: - Business Model CANVAS
	Mandatory reading Osterwalder, A. & Pigneur, Y. Intro, pp. 1-51	

<p>6° Del 29 de abril al 04 de mayo</p>	<p>3.1.5 <u>Channels and Customer Relationships</u> 3.1.6 <u>Key Resources, Key Activities & Key Partners</u></p>	<p>Activity N°4 Session 1 Short 3-4 slide presentation - Value Proposition & Customer Segment components</p> <p>Theory Quiz #2: Quiz on Business model Innovation reading</p>
<p>7° Del 06 al 11 de mayo</p>	<p>3.1.7 <u>Revenue Streams and Cost Structure</u> 3.1.8 <u>Business feasibility and social responsibility</u></p> <p>Mandatory reading Barringer, B. & Ireland R.D. Chap 3, Feasibility Analysis, pp. 77-109</p>	<p>Activity N°5 Session 1 Short 3-4 slide presentation - Channels, Relationships & Infrastructure components</p>
<p>8° Del 13 al 18 de mayo</p>	<p>MIDTERM EXAM</p>	
<p>LEARNING UNIT 4: BUSINESS IDEA FEASIBILITY</p> <p>LEARNING OUTCOMES:</p> <ul style="list-style-type: none"> Identify a business' stakeholders and customers and their roles and responsibilities. Demonstrate competence of basic concepts and principles in different fields such as business planning and strategy, accounting, economics and finance, marketing and human resources. Identify and describe the relationships between business functions. Demonstrate written and verbal communication skills in both academic and professional assignments. 		
<p>9° Del 20 al 25 de mayo</p>	<p>4.1 Stakeholder analysis 4.2 Product / Service Feasibility</p> <p>Mandatory reading Barringer, B. & Ireland R.D. Chap 3, Feasibility Analysis, pp. 77-109</p>	<p>Start Up Project Part 2 due: Hand-in and upload your group's written Canvas Report</p> <p>Start Up Project Part 3 set: - Feasibility Study</p> <p>Ind Assign #1 Set: Research project</p>
<p>10° Del 27 de mayo al 01 de junio</p>	<p>BUSINESS MODEL CANVAS PRESENTATIONS</p>	
<p>11° Del 03 al 08 de junio</p>	<p>4.3 Industry and Competitor Analysis</p> <p>Mandatory reading Barringer, B. & Ireland R.D. Chap. 5, Industry and Competitor Analysis, pp. 145-175.</p>	<p>Ind Assign #1 due: Hand in and upload your research report</p> <p>Ind Assign #2 Set: Research project</p>
<p>12° Del 10 al 15 de junio</p>	<p>4.4 Assessing a new venture's financial strength and viability</p> <p>Mandatory reading Barringer, B. & Ireland R.D. Chap. 8, Assessing a New Venture's Financial Strength and Viability pp. 249-283</p>	
<p>13° Del 17 al 22 de junio</p>	<p>4.5 Non-Financial resources 4.6 Organizational feasibility</p> <p>Mandatory reading Barringer, B. & Ireland R.D. Chap. 9, Building a New-Venture Team, pp. 285-312</p>	<p>Ind Assign #2 due: Hand in and upload your case report</p>

LEARNING UNIT 5: START UP FINANCING AND GROWTH LEARNING OUTCOMES: <ul style="list-style-type: none"> • Identify and describe business function interrelationships. • Formulate and evaluate investments. 		
14° Del 24 al 29 de junio	5.1 Getting Financing and Funding 5.2 Preparing and evaluating the challenges of growth 5.3 Strategies of firm growth Mandatory reading Barringer, B. & Ireland R.D. Chap. 10, Getting Financing or Funding, pp. 316-350 Barringer, B. & Ireland R.D. Chapter 13 Preparing and evaluating the challenges of growth pp. 425-453 Barringer, B. & Ireland R.D. Chapter 14 Strategies for Firm Growth, pp. 454-485	<u>Start Up Project Part 3</u> <u>due:</u> Hand in and upload your group's written feasibility report
15° Del 01 al 06 de julio	FINAL PITCH PRESENTATIONS	<u>Start Up Project Part 3</u> <u>due:</u> Final Pitch Presentations
16° Del 08 al 13 de julio	FINAL EXAM	

VIII. References

Textbook

- Barringer, B. & Ireland D., (2012). *Entrepreneurship: Successfully Launching New Ventures*, 4th Edition. Pearson, New York
- Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation*. John Wiley and Son, New Jersey.
- Tietz, M. & Calderón Urbina, S. (2015). Mi Tiendecita de moda: Selling fashion through facebook in Peru. *Ivey Cases*, W15311, pp.1-11
- Trimi, S & Berbegal-Mirabent, J. (2012) Business model innovation in entrepreneurship. *International Entrepreneurship Management Journal*, 8, pp.449-465
- Wesley, D & Puffer, S. (2012). Mining and Corporate Social Responsibility: BHP Billiton and the Tinaya dialogue. *Ivey Cases*, W12764, pp. 1-9

IX Lab Support

It doesn't require

X. Professors

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