



Course Syllabus Entrepreneurship

August- December 2026

VIII Level

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I. General Information

Course Name:	Entrepreneurship		
Requirement	140 créditos approved	Code:	03356
Previous:	It does not have	Semester	2026-2
Credits P.E 2016:	3	Cycle	VIII
Credits P.E 2024:	4		
Weekly hours	4	Course modality	Face to Face in campus
Programs	All programs	Course coordinator	Julio Quispe jquspe@esan.edu.pe

II. Summary

The course combines theory and practice to develop students' understanding of entrepreneurial business culture at both national and international levels. Specifically, it aims to help students: first, identify and evaluate business opportunities; second, transform a business idea into a viable business concept; and third, assess and exploit a "winning concept" by understanding the feasibility of the business opportunity.

In addition, the course connects individual skills with key business competencies. It enables students to better understand customer needs, generate innovative business ideas, identify opportunities, and gather relevant information to assess the viability of a business concept. These elements collectively aim to equip students with the capabilities required to create sustainable and competitive businesses in both national and international markets.

The course is also designed to help students understand the meaning of entrepreneurship and develop the essential qualities associated with the entrepreneurial mindset.

III. Course objectives

The objective of the course is to provide students with a managed experience of the business start-up process. The experience provides students with an understanding of concepts, theories and tools and offers students the opportunity to apply these in a practical way. The course seeks to promote the development of skills necessary for successful opportunity identification, identify their critical elements and to gather data for business feasibility assessment for business model conception and initiating the start-up. The course therefore asks the student to apply previously learned skills and knowledge, including communication, business analysis, critical thinking, problem solving, decision making, teamwork and to integrate business fundamentals such as accounting, planning, operations, marketing and finance. Throughout the course, 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 and explain the importance of entrepreneurship, its types, steps and entrepreneurial vision, mindset, creativity and passion.
- Identify and discuss problem solving methods and the role of creativity, innovation and invention for solving problems.
- Identify and define entrepreneurial opportunities.
- Devise, propose, evaluate and defend possible solutions for a specific problem. Demonstrate written and verbal communication skills to communicate an entrepreneurial opportunity to a range of audiences.
- Describe and apply the opportunity screening process and identify the data and research tools to screen ideas.
- Define key business model types and develop an appropriate business model for a defined opportunity.
- Demonstrate competence to apply basic concepts and principles in different fields such as business planning and strategy, accounting, economics and finance, marketing and human resources to complete a business model.
- Identify and explain business growth and financing strategies for successful start-ups.

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 as a project coach. Classes will be generally composed of theory presentation, analysis and discussion of readings, with the study and discussion of cases or practical start-up project work to be completed in groups.

Selected chapters from set textbooks are used as the basis of classroom sessions. The reading of each session's assigned chapters is compulsory and must be completed by the students prior to the teaching session, according to the course schedule.

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

- Working in teams to complete the Start Up project by applying workshop and reading materials to identify business ideas, assess the idea's viability and to prepare a business model of a selected business idea.
- Presentations of the group's entrepreneurial opportunity, the development of its business model and a final pitch for start-up financing.

VI. Evaluation

The evaluation system is comprehensive, and it is intended to promote student learning.

The course grade is an average of the permanent evaluation (PEP) (80%), and the final exam (EF) (20%)

Group and team-based work is essential in this course, so do not expect to get full credit for participation if:

- You arrive late, leave the class early, or do not follow the class.
- No active participation in class, or when working in your group.
- Do not actively participate in class activities, group work, ask questions, or provide feedback, or miss your group's presentations.

The following table provides the weights of the permanent evaluation:

PERMANENT EVALUATION PONDERATE (PEP) 70%		
Evaluation Type	Description	%
Individual	Oral examination or a individual research assignment	20%
Group Assignments	Part 1 –Research: Identify and analyze entrepreneurial opportunities	15 %
	Part 2 – Develop the initial Business Model Canvas	15 %
	Part 3 Fix and Build . Validate the business model and define revenue logic	15 %
	Part 4 Present investor pitch and executive summary	20 %
	Research assignment assigned by the professor	15 %

The final average (FA) is obtained as follows:

$$FA = + (0,70 \times PEA) + (0,30 \times FE)$$

Where: FA: Final Average, **PEA:** Permanent Evaluation Average, **FE:** Final Exam writing

VII. Program content

SEMANA	CONTENIDOS	ACTIVIDADES / EVALUACIÓN
Learning Outcome: Understand the importance of entrepreneurship		
1° August 17 - 22	Introduction to Entrepreneurship	Course overview, team formation, discussion on the role of entrepreneurship
	Readings: Barringer & Ireland Ch.1	
Learning Outcome: Identify business opportunities		
2° August 24-29	Opportunity Recognition	Ideation workshop and problem identification
	Readings: Barringer & Ireland Ch.2	
Learning Outcome: Understand the concept of social entrepreneurship. Align entrepreneurial initiatives with global sustainability goals.		
3° August 31-September 5	Social Entrepreneurship	Analysis of how ventures can generate social and environmental value
	Readings: UN SDG Framework	
Learning Outcome: Evaluate potential venture ideas		
4° September 7-12	Feasibility Analysis	Opportunity screening tools
	Readings: Barringer & Ireland Ch.3	
Learning Outcome: Understand and design the structure of business models		
5° September 14-19	Introduction to Business Models The CANVAS BM	Overview of value creation and capture. The nine building blocks
	Readings: Barringer & Ireland Ch.4 Osterwalder & Pigneur	
Learning Outcome: To test different hypotheses and respond to unknown conditions before launching the product to the market.		
6° September 21-26	Hypothesis and MVP Validation Roadmap	To build Customer Hypothesis, Problem Hypothesis, Solution Hypothesis Evaluation: Part 1
	Readings: Santander Explorer	

	Resources	
Learning Outcome: Enter the experimentation phase to confirm or refute the previously stated hypotheses.		
7° September 28-October 3	MVP Experiment Design & Results Readings: Santander Explorer Resources	Evaluate the results in the real market.
8° October 5-10	ORAL EXAMINATION	
Learning Outcome: Estimate venture costs and profitability		
9° October 12-17	Cost Structure and Financial Planning Readings: Barringer & Ireland Ch.8	Financial projections and break-even analysis Evaluation: Part 2
10° October 19-24	Define the business case. Readings: Santander Explorer	After validating that the hypotheses supporting your MVP are correct
Learning Outcome: Evaluate growth opportunities		
11° October 26-31	Growth Strategies Readings: Barringer & Ireland Ch13 & .14	Scaling and strategic growth Evaluation: Part 3
Learning Outcome: Identify funding alternatives		
12° November 2-7	Startup Financing Readings: Barringer & Ireland Ch.10	Venture capital, angel investors, bootstrapping
13° November 9-14	Startup Financing Readings: Barringer & Ireland Ch.15	Franchising
Learning Outcome: Communicate venture value		
14°	Preparing the Investor Pitch Readings:	Pitch workshop and feedback

November 16-21	Instructor materials	Evaluation: Part 4
Learning Outcome: Present and defend venture concept		
15° November 23-28	Final Startup Pitch and Executive Summary	Team Presentations
	Readings: Integrated course materials	
Learning Outcome: Integrate entrepreneurship concepts		
16° November, 30 – December, 5	Final Exam	Written evaluation
	Readings: Comprehensive review	

VIII. References

ENTREPRENEURSHIP “Successfully launching new ventures” Sixth Edition Global Edition Barringer and Ireland

United Nations. Transforming our world: the 2030 Agenda for Sustainable Development

<https://sdgs.un.org/goals>

Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation:. John Wiley & Sons.

Santander Explorer Resources

IX. Professors

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