



Entrepreneurship and Innovation DOI-MBA-613

SEMESTER: Fall

CREDITS: 6 ECTS (4 hrs.per week)

LANGUAGE: English

DEGREES: MII and MIT

Syllabus

Theory

1. INTRODUCTION TO ENTREPRENEURSHIP
2. THE BUSINESS MODEL CANVAS
3. IDEA GENERATION
4. DESIGN THINKING
5. VALUE PROPOSITIONS
6. LEAN START-UP
7. TECHNOLOGY-BASED ENTREPRENEURSHIP
8. ERRORS IN ENTREPRENEURSHIP

Bibliography

Basic

- Osterwalder A, al: "Business Model Generation" (2009)

Complementary

- Blanco, C.: "Los principales errores de los emprendedores" Ed. Gestión 2000 (2013)

- Blank, S.: “The four steps to the epiphany” (2013)
- Byers, T. “Technology Ventures: from idea to enterprise”, (2008)
- De Pablos, C. et al.: “Los cien errores del emprendimiento” Ed. ESIC (2013)
- Osterwalder A, al: “Value proposition design” (2014)
- Parker, S. C., “The economics of Entrepreneurship” (2009)
- Ries, E.: “The lean startup” Ed. Portfolio Penguin (2011)
- Trías de Bes, F: “El libro negro del emprendedor” Ed. Empresa Activa (2007)

Prerequisites

No prior knowledge is required for attending this course.

Grading

The final grade of the course will result from adding the following elements:

- 35% from the grade in the final exam.
- 35% from the grade in the final entrepreneurship project
- 20% from handing in the cases given for out-of-classroom work. Homework should be emailed prior to or at the beginning of the lecture. Late homework will not be graded.
- 10% from the grade corresponding to participation in class.

Retake:

The same criteria are valid, except that the 100% of the grade will be split into a final exam and the final entrepreneurship project (50%-50%)