



## 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%)