

## Course Syllabus

### ENTREPRENEURSHIP AND INNOVATION

Printed by: lualtam

Program: Oceanographic Engineering

#### 1. Course number and name

ADMG1005 - ENTREPRENEURSHIP AND INNOVATION

#### 2. Credits and contact hours

3 credits and 4 contact hours

#### 3. Instructor's course or coordinator's name

GUIDO ALFREDO CAICEDO ROSSI

#### 4. Text book, title, author, and year

- Alexander Osterwalder & Yves Pigneur & Clark, Tim. Business model generation: a handbook for visionaries, game changers, and challengers ((pbk.))

- a. Other supplemental materials

- Alexander Osterwalder, Yves Pigneur. VALUE PROPOSITION DESIGN : HOW TO CREATE PRODUCTS AND SERVICES CUSTOMERS WANT; ALEX OSTERWALDER ... (Paperback)

- Mullins, John A.. The New Business Road Test: What entrepreneurs and executives should do before writing a business plan (3rd Edition) (4ta Edición)

#### 5. Specific course information

- a. Brief description of the content of the course (catalog description)

This course helps students develop entrepreneurial competences for professional applications and career choices related to entrepreneurship. Coursework focuses on having students to recognize opportunities for developing their own ventures but also works with them the choice of an intrapreneurial career within an organization. Emphasis is given to value generation, both, for the entrepreneur and for the stakeholders helping to move the venture forward. In this course, students will develop an innovative business/project idea up to a draft version of a business model.

- b. This course is: Required

#### 6. Specific goals for the course

- a. Specific outcomes of instruction

- 1.- To reflect about entrepreneurial competences and the tradeoffs of the entrepreneurial process for an entrepreneurial life

- 2.- To collect information about problems, needs and trends in the environment in order to identify them as opportunities to create value to society

- 3.- To apply tools to design business models based on innovative products and services while considering reference frameworks

- b. Explicitly indicate which of the student outcomes listed in Criterion 3 or any other

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outcomes are addressed by the course

- A recognition of the need for entrepreneurship and the abilities to become an entrepreneur
- An ability to function on multidisciplinary teams

#### **7. Brief list of topics to be covered**

- 1.- Innovation and Innovation Process
- 2.- Opportunity Recognition
- 3.- Prototyping and Validation
- 4.- Business Models
- 5.- Entrepreneurial Finance
- 6.- Entrepreneurial Competences