



National University of Engineering (UNI)
School of Computer Science
Syllabus 2027-I

1. COURSE

ET201. Entrepreneurship I (Mandatory)

2. GENERAL INFORMATION

- 2.1 Course** : ET201. Entrepreneurship I
2.2 Semester : 8th Semester.
2.3 Credits : 3
2.4 Hours : 2 HT; 2 HP;
2.5 Duration of the period : 16 weeks
2.6 Type of course : Mandatory
2.7 Learning modality : Face to face
2.8 Prerequisites : FG350. Leadership and Performance. (7th Sem)

3. PROFESSORS

Meetings after coordination with the professor

4. INTRODUCTION TO THE COURSE

This is the first course in the area of technology-based business formation. Its objective is to equip future professionals with the knowledge, attitudes, and skills necessary to develop a business plan for a technology-based company. The course is divided into the following units: Introduction, Creativity, From Idea to Opportunity, the Canvas Model, Customer Development and Lean Startup, Legal and Marketing Aspects, Business Finance, and Presentation.

The course seeks to leverage students' creative and innovative potential and their efforts in the creation of new businesses.

5. GOALS

- Students will learn how to develop a business plan to launch a technology-based company.
- Students will be able to design and present a business proposal using business models.

6. COMPETENCES

No items for this table

7. TOPICS

Unit 1: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Entrepreneur, entrepreneurship, and technological innovation • Business models • Team formation	• Identify the characteristics of entrepreneurs [Familiarizarse] • Introduce business models [Familiarizarse]
Readings : [byers10], [osterwalder10], [garzozzi14]	

Unit 2: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Vision • Mission • Value proposition • Creativity and invention • Types and sources of innovation • Strategy and technology • Scale and scope	• Correctly formulate a company's vision and mission [Usar] • Characterize an innovative value proposition [Evaluar] • Identify different types and sources of innovation [Familiarizarse]
Readings : [byers10], [blank12], [garzozzi14]	

Unit 3: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Business strategy • Barriers • Sustainable competitive advantage • Alliances • Organizational learning • Product development and design	• Understand business strategies [Familiarizarse] • Characterize barriers and competitive advantages [Familiarizarse]
Readings : [byers10], [osterwalder10], [ries11], [garzozzi14]	

Unit 4: (20 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Creating a new business • The business plan • Canvas • Elements of the Canvas	• Understand the elements of the Canvas model [Usar] • Develop a business plan based on the Canvas model [Usar]
Readings : [osterwalder10], [blank12], [garzozzi14]	

Unit 5: (20 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Acceleration vs. incubation • Customer Development • Lean Startup	• Understand and apply the Customer Development model [Usar] • Understand and apply the Lean Startup model [Usar]
Readings : [blank12], [ries11], [garzozzi14]	

Unit 6: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Legal and tax aspects for company formation • Intellectual property • Patents • Copyrights and trademarks • Marketing objectives and market segments • Market research and customer acquisition	• Understand the legal aspects necessary for forming a technology company [Familiarizarse] • Identify market segments and marketing objectives [Familiarizarse]
Readings : [byers10], [ries11], [congreso96], [congreso97], [garzozi14]	

Unit 7: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• Cost model • Profit model • Pricing • Financial plan • Financing methods • Sources of capital • Venture capital	• Define a cost and profit model [Evaluar] • Understand various financing sources [Familiarizarse]
Readings : [byers10], [blank12], [garzozi14]	

Unit 8: (5 hours)	
Competences Expected:	
Topics	Learning Outcomes
• The Elevator Pitch • Presentation • Negotiation	• Understand various methods for presenting business proposals [Familiarizarse] • Deliver a business proposal presentation [Usar]
Readings : [byers10], [blank12], [garzozi14]	

8. WORKPLAN

8.1 Methodology

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

8.2 Theory Sessions

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

8.3 Practical Sessions

The practical sessions are held in class where a series of exercises and/or practical concepts are developed through problem solving, problem solving, specific exercises and/or in application contexts.

9. EVALUATION SYSTEM

Theory Sessions:

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

Lab Sessions:

In order to verify their competences, several activities including active learning and roleplay will be developed during lab sessions.

Oral Presentations:

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

Reading:

Throughout the course different readings are provided, which are evaluated. The average of the notes in the readings is considered as the mark of a qualified practice. The use of our virtual campus allows each student to access the course information, and interact outside the classroom with the teacher and with the other students.

The final grade NF depends on the following grades:

- PE : Partial Exam.
- FE : Final Exam.
- P : Permanent Evaluation (Average of practical work and graded assignments).

The final grade NF is calculated as follows:

$$NF = \frac{PE + FE + P}{3}$$

10. BASIC BIBLIOGRAPHY