

PONTIFICIA UNIVERSIDAD CATÓLICA DE VALPARAÍSO

International Program of Student Exchange

NAME OF COURSE: GLOBAL ENTREPRENEURSHIP

HOURS: 60 class hours

CREDITS: 4

COURSE CODE: PIIE 550

DESCRIPTION:

The course presents all the basics of how to start and become a founder of a technology based startup. The topics include an overview of what innovation is and entrepreneurship methodologies such as design thinking, business model canvas, customer development, lean startup and general management and team building notions. The content of the course comprehends theoretical and practical lessons guided by the development of a startup idea.

ORIENTED TO:

Foreign students with any educational background.

CONTENT:

MODULE 1: INNOVATION

- Why innovate?
- Innovation models
- Innovation management
- Innovative companies
- Innovation ecosystems

MODULE 2: TECHNOLOGY

- New technologies
- Directed research
- Technology transfer
- PUCV innovation platform

MODULE 3: BUSINESS MODEL PT 1

- What is a Startup?
- Startup's lifecycle
- Lean Canvas methodology
- Customer development methodology
- How to conduct a customer interview
- Defining a problem worth solving
- Defining the customer
- Construction of the value proposal

- Prototyping and product development
- Market trends
- Opportunity analysis

MODULE 4: BUSINESS MODEL PT 2

- How to build a brand
- How to attract customers
- How to sell
- Pricing strategies
- Finance for startups
- Metrics for startups
- Unfair advantage
- Intellectual property
- How to build an investor deck

MODULE 5: MANAGEMENT, OPERATIONS AND STRATEGY

- How to manage
- Designing the organization
- Organizational culture
- How to hire
- Operation design
- Accountability for startups
- How to set up a company
- Dealing with government taxes
- How to raise money
- How to create a global business

METHODOLOGY:

Lectures, case studies, in field visits, capstone project.