

**Entrepreneurship and Innovation School of Business  
SUMMER PROGRAM**

Number of classroom hours	: 23 hrs
Outdoor activities	: 25 hrs
Number of ECTS	: 9
Prerequisites	: None
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**INTRODUCTION**

The attention paid to entrepreneurship in the last decade is constantly increasing all over the world, especially in Latin American emergent countries like Peru, due to the impact of entrepreneurship in economic growth and social development.

Peru, a country full of diverse cultures and natural resources, has a very unique entrepreneurship ecosystem, which has proved to be an important player in the steady growth of its economy.

Lima, the Peruvian capital is an amazing city, of ten million habitants, and the gastronomic capital of the Americas. It is the only Latin-American capital on the Pacific Ocean, where Callao port is located and also the International Jorge Chávez Airport, a hub from South Latin America to the Northern Hemisphere.

Lima, a city founded in 1535, has many cultural and historical attraction but also a very peculiar entrepreneurship environment.

**COURSE PURPOSE:**

Since the importance of entrepreneurship for job creation and wealth, and the importance of innovation to bring solutions to consumers -through new products, services, processes or business models- the purpose of this course is to show “how” entrepreneurship and innovation take place and “why” is so important specially in the Peruvian Entrepreneurial Ecosystem.

The course will be structured in two main blocks: Entrepreneurship and Innovation.

**LEARNING OUTCOMES:**

At the end of the course, participants should be able to:

- Understand the importance of entrepreneurship in a historical, geographical and cultural Peruvian context.
- Understand the process of innovation for value creation in emerging economies.
- Be familiar with tools to develop innovative products and services with high impact.
- Describe the process and main steps to develop new ventures.
- Know how to create, analyze and present a business model.
- Understand Lima’s entrepreneurial ecosystem: entrepreneurs, business incubators, accelerators, academy, investors, government, research & innovation centers.

Students, in teams of 2 or 3, will have the opportunity to create a business model canvas and present an elevator pitch to business investors

**TEACHING & LEARNING METHODS**

Lectures, business cases, conferences, videos, visit to clusters and to innovative start-ups in Lima city. Where outdoor activities take place, will depend on the number or enrolled students.

**ASSESSMENT METHODS**

ASSESSMENT	% OF TOTAL MARK	DETAILS	LEARNING OUTCOME EVALUATED
Discussions class presentations & assistance to outdoor activities	30%	Individual performance	Participation and interaction with classmates
True & False examination	30%	Individual performance Readings & class materials	Students understand the Peruvian entrepreneurial and innovation ecosystem. Students know the process to become innovative entrepreneurs
Create, structure and present a business model	40%	50% presentation of business model and 50% dissertation	Students are able to pitch and defend a business model

**COURSE CONTENT & CLASE ACTIVITIES**

Topic	Session No.	Hours.	Content	Activities
ENTREPRENEURSHIP & INNOVATION (Class & workshops)	1	3	Welcome <i>Entrepreneurship</i> , as a discipline of study. Start-ups vs. SME's	Presentation by the professor
	2	3	Entrepreneurs, start ups, managers : characteristics, types, profiles	Guest: two entrepreneurs (men & women)
	3	3	Entrepreneurship & innovation process	Guest: Successful business case
	4	3	Entrepreneurial ecosystem: MIT REAP research	Guest: Government
	5	3	Rol of business incubators. Case of Emprende UP	Guest: member of Emprende UP
	6	3	Financing strategies for start-ups	Guest: Business Angel Network
	7	2	True & False evaluation	
OUTDOORS	8	4	City tour Lima	Outdoor activities
	9	3	Visits to: incubator/accelerator/coworking	Outdoor activities
	10	3	Workshops: Open innovation & social challenge	Outdoor activities
	11	4	Visit Corporates	Outdoor activities
	12	3	Experiment cooking experience	Outdoor activities
	13	3	Visit Museum	Outdoor activities
	14	5	Visit peruvian cluster in Lima	Outdoor activities
	15	3	FINAL PRESENTATION TO BUSINESS ANGEL NETWORK Day & place with be established according to type & number of projects	

**READINGS REQUIRED**

Osterwalder, A. & Pigneur, Y (2010) Business Model Generation.

Weinberger, K (2009) Fundamental personal attitudes towards achieving business success in Perú.

Journal of business, Vol 1(1):20-36

IPSOS Global Trends: (2018)

Euromonitor Report (2018) Top 10 Global Consumer Trends More readings will be required, according to business ideas.