

SYLLABUS

TITLE: Entrepreneurship Project: Validation Phase
CODE: EMP 213
PREREQUISITE: EMP 113
CREDITS: 3 credits | 45 contact hours | 1 term

DESCRIPTION

In this course, students will learn the necessary tools to investigate, prototype, and validate their idea of entrepreneurship, either a self-validation or a validation from the audience. At this stage, students establish their hypotheses and objectives around entrepreneurship and identify the most effective methodologies for their validation. Students perform a context analysis to understand previous work and trends that includes qualitative and quantitative approaches that lead to confirm the viability of their projects. As part of the experience, students design a prototype of their entrepreneurship and carry out an internship through a related project within the University or through external collaborations. This course has the support and coordination of the General Education Unit and is linked to the Collaborative Innovation Center – Neeuko.

JUSTIFICATION

Entrepreneurship requires a constant validation of entrepreneurial ideas. Beyond creative thinking as an engine of innovation, it is important to prioritize those ideas that have greater opportunities to be executed to achieve impact. This requires a constant focus on research as a tool to anticipate challenges, opportunities, and to develop the iterative process that entrepreneurship entails. The validation of an entrepreneurial idea, in all its dimensions, allows the continuation of the planning and development process, identifying all the necessary resources for execution. In some scenarios, prototype development is a useful tool to advance this validation process.

COMPETENCES

The course develops the following competences in students:

- **Entrepreneurship and Innovation**
- **Research and Exploration**

OBJECTIVES

After completion of the course, students will be able to:

1. Identify the strengths, weaknesses, threats, and opportunities of the entrepreneurship initiative by comparing existing similar solutions or projects.
2. Acquire theoretical and practical knowledge of methodologies to generate value propositions aimed at beneficiaries, clients, or stakeholders that impact the entrepreneurship project
3. Execute activities of discovery and validation of solutions, beneficiaries, clients, or stakeholders that impact the entrepreneurship project.
4. Know the general aspects of Intellectual Property protection.
5. Design an entrepreneurship prototype.
6. Know the tools for forming entrepreneurship initiatives

CONTENTS

- I. Benchmarking and SWOT analysis
 - A. Definition
 - B. Characteristics
 - C. Objectives
- II. Value in the development of entrepreneurial ideas (Value Proposition)
 - A. Definition
 - B. Value Proposition Canvas tool
 - C. Differentiation and value
 - D. Value types
 - E. Target market of the value proposition
 - F. Format of a value proposition
- III. Market validation / Stakeholder / Client
 - A. Customer/Beneficiary/Stakeholder discovery

- B. Client/Beneficiary/Stakeholder validation
 - C. Introduction to research methodologies
 - D. Guide for the elaboration of hypotheses in a validation process.
 - E. Guide to formulating questions.
- IV. Prototyping as a validation tool
 - A. The Minimum Viable Product (MVP)
 - B. Prototyping concepts and techniques
- V. Intellectual Property Protection Overview
 - A. Patents
 - B. Copyright
 - C. Brands
 - D. Trade secrets
- VI. Typologies and Tools for forming entrepreneurship initiatives
 - A. Business Model Canvas
 - B. Social Innovation Canvas
 - C. Research Canvas

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Ideation, Validation, Development, Application / Execution - IVDE
- Design Thinking - **DT**
- Project Based Learning - **PBL**
- Entrepreneurship projects or agile methodologies for project management-
CANVAS

EVALUATION

Partial assignments	20%
Immersion experience	60%
Final project	<u>20%</u>
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

BIBLIOGRAPHY

Blend, D., Osterwalder, A. (2020). *Testing Business Ideas: A Field Guide for Rapid Experimentation (Strategyzer)*. John Wiley & Sons.

Fitzpatrick, R. (2013). *The Mom Test: How to Talk to Customers & Learn If Your Business Is a Good Idea When Everyone Is Lying to You*. CreateSpace Publishing.

Kickul, J., Lyons, T. (2020). *Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever-Changing World* (3rd ed.). Tyler & Francis Group.

O'Grady K., O'Grady J. (2017). *A designer research manual*. MA. Quarto Publishing Group USA.

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., Papadakos, T., & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. John Wiley & Sons, Incorporated.

Pigneur Y., Osterwalder A. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

Williams, L. (2016). *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*. Pearson Education.

ELECTRONIC RESOURCES

Colomina, E., Yáñez, L. (2014). Herramientas para el análisis y validación de ideas de negocio. *Revista Global de Negocios*, 2(4), pp. 105-123

<http://www.theibfr2.com/RePEc/ibf/rgnego/rgn-v2n4-2014/RGN-V2N4-2014-9.pdf>

Macías, M. (2015). Cómo validar tu Producto Mínimo Viable (PMV). *Advenio*.

<https://advenio.es/como-validar-tu-producto-minimo-viable-pmv/>

Desarrolla tu Propuesta de Valor. Unimooc. <https://unimooc.com/curso-propuesta-de-valor/>

Descubrimiento y Validación de Clientes. EER Región Emprendedora Europea 2017.

<https://plandeempresa.extremaduraempresarial.es/docs/Guia-descubrimiento-clientes.pdf>

Fecher, B., Kobsda, C. (2019). Meet The Research Impact Canvas. *Elephant in the*

Lab. <https://elephantinthelab.org/meet-the-research-impact-canvas-a-structured-guide-for-planning-your-science-communication-activities/>

Prototype Testing Plan. <https://diytoolkit.org/tools/prototype-testing-plan/>

The new Social Business Model Canvas.

<https://socialbusinessmodelcanvas.swarthmore.edu/>

For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or

omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and / or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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