SOCIEDAD PERUANA DE COMPUTACIÓN

Peruvian Computing Society (SPC)
School of Computer Science
Sillabus 2021-I

1. COURSE

ET201. Entrerpreneurship I (Mandatory)

2. GENERAL INFORMATION

2.1 Credits	:	3
2.2 Theory Hours	:	2 (Weekly)
2.3 Practice Hours	:	-
2.4 Duration of the period	:	16 weeks
2.5 Type of course	:	Mandatory
2.6 Modality	:	Face to face
2.7 Prerrequisites	:	FG350. Leadership and Performance. (4^{th} Sem)

3. PROFESSORS

Meetings after coordination with the professor

4. INTRODUCTION TO THE COURSE

This is the first course in the area of training for technological basis, aims to provide the future professional of knowledge, attitudes and skills that will allow a business plan to be drawn up 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 Aspects and Marketing, Company Finance and Presentation.

The aim is to take advantage of the creative and innovative potential and effort of the students in the creation of new companies.

5. GOALS

- That the student knows how to prepare a business plan to start a technology-based company.
- That the student is able to carry out, using business models, the conception and presentation of a business proposal.

6. COMPETENCES

d) An ability to function on multidisciplinary teams. (**Assessment**)

f) An ability to communicate effectively. (**Assessment**)

m) Transform your knowledge of the area of Computer Science into technological enterprises. (**Usage**)

7. SPECIFIC COMPETENCES

d4) Collaboratively develop business plans for technology companies. ()

f1) Clearly transmit technical proposals to audiences in other areas. ()

f2) Transmit technical proposals in the area of computing in English. ()

m1) Create a technology-based company in the country and / or internationally. ()

8. TOPICS

Unit 1: (5)	
Competences Expected: C2	
Topics	**Learning Outcomes**
• Entrepreneurship, entrepreneurship and technological innovation. • Business models. • Team building.	• Identify characteristics of entrepreneurs. [Familiarity] • Introducing business models. [Familiarity]
Readings : [BDN10], [OP10], [Gar+14]	

Unit 2: (5)	
Competences Expected: C10	
Topics	**Learning Outcomes**
• Vision. • Mission. • The Value Proposition. • Creativity and invention. • Types and sources of innovation. • Strategy and Technology. • Scale and scope.	• Correctly setting out the company's vision and mission. [Usage] • Characterize an innovative value proposition. [Assessment] • Identify the various types and sources of innovation. [Familiarity]
Readings : [BDN10], [BD12], [Gar+14]	

Unit 3: (5)	
Competences Expected: C17	
Topics	**Learning Outcomes**
• Company Strategy. • Barriers . • Sustainable competitive advantage. • Alliances. • Organizational learning. • Product development and design.	• Knowing business strategies. [Familiarity] • Characterize barriers and competitive advantages. [Familiarity]
Readings : [BDN10], [OP10], [Rie11], [Gar+14]	

Unit 4: (20)	
Competences Expected: C18	
Topics	**Learning Outcomes**
• Creating a new business. • The business plan. • Canvas. • Elements of the Canvas.	• Get to know the elements of the Canvas model. [Usage] • Develop a business plan based on the Canvas model. [Usage]
Readings : [OP10], [BD12], [Gar+14]	

Unit 5: (20)	
Competences Expected: C19	
Topics	**Learning Outcomes**
• Acceleration versus incubation. • Customer Development. • Lean Startup.	• Knowing and applying the Customer Development model. [Usage] • Knowing and applying the Lean Startup model. [Usage]
Readings : [BD12], [Rie11], [Gar+14]	

Unit 6: (5)	
Competences Expected: C20	
Topics	**Learning Outcomes**
• Legal and tax aspects for the incorporation of the company. • Intellectual Property. • Patents. • Copyrights and trademarks. • Marketing objectives and market segments. • Market research and customer search.	• Knowing the legal aspects necessary for the formation of a technology company. [Familiarity] • Identify market segments and marketing objectives. [Familiarity]
Readings : [BDN10], [Rie11], [Con96], [Rep97], [Gar+14]	

Unit 7: (5)	
Competences Expected: C23	
Topics	**Learning Outcomes**
• Cost model. • Utility Model. • Price. • Financial Plan. • Ways of financing. • Sources of capital. • Venture Capital.	• Define a cost and profit model. [Assessment] • Knowing the various sources of funding. [Familiarity]
Readings : [BDN10], [BD12], [Gar+14]	

Unit 8: (5)	
Competences Expected: CS5	
Topics	**Learning Outcomes**
• The Elevator Pitch. • Presentation. • Negotiation.	• Knowing the different ways to present business proposals. [Familiarity] • Make the presentation of a business proposal. [Usage]
Readings : [BDN10], [BD12], [Gar+14]	

9. WORKPLAN

9.1 Methodology

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

9.2 Theory Sessions

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

9.3 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.

10. EVALUATION SYSTEM

********* EVALUATION MISSING ********

11. BASIC BIBLIOGRAPHY

[BD12] Steve Blank and Bob Dorf. *The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company*. K and S Ranch, 2012.

[BDN10] Thomas Byers, Richard Dorf, and Andrew Nelson. *Technology Ventures: From Idea to Enterprise*. McGraw-Hill Science, 2010.

[Con96] Congreso de la Republica del Perú. *Decreto Legislativo N° 823. Ley de la Propiedad Industrial*. El Peruano, 1996.

[Gar+14] René Garzozi-Pincay et al. *Planes de Negocios para Emprendedores*. Iniciativa Latinoamericana de Libros de Texto Abiertos (LATIn), 2014.

[OP10] Alexander Osterwalder and Yves Pigneur. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley, 2010.

[Rep97] Congreso de la Republica del Peru. *Ley N° 26887. Ley General de Sociedades*. El Peruano, 1997.

[Rie11] Eric Ries. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business, 2011.