

# Entrepreneurship and Innovation Management

- **Coordinator:** Professor Paul Fox, Phd Paul Fox, Ph.D., Director Bachelor in Digital Business, Design & Innovation, La Salle Campus Barcelona, Ramón Llull University, Spain
- **Instructor:** TBD
- **Language of instruction:** English
- **Admission requirements:** No prior subject-specific requirements
- **Number of ECTS credits:** 2,5 (corresponding to 1,5 US credits)
- **Type of examination:** A 15 minute startup pitch

## Course Description

The purpose of this workshop is to familiarize students with the mindset and skillset required to identify opportunities for innovation and entrepreneurship and validate them with potential customers. Proven methods such as Design Thinking and Lean Startup will be taught in a series of hands-on, interactive sessions.

## Module contents

- Understanding the entrepreneurial process
- Identifying, developing, assessing, and pitching new ideas
  - Identifying ideas for new ventures
  - Developing your ability to present ideas in a concise, compelling way
  - Assessing the potential of new business ideas to become business opportunities
- Developing an awareness of the possibilities and limitations of different business models
- Customer discovery and validation: testing the hypotheses in your initial business model to arrive at your first pivot

## Methods of teaching and learning within the module

The teaching and learning will take the form of short lecture combined with workshop-style classes.

## Recommended list of literature

- Blank, S (2005) The Four Steps to The Epiphany, Cafepress.com. ISBN: 978-0976470700.
- Fitzpatrick, R. (2014). The Mom Test: How to Talk to Customers and Learn If Your Business is a Good Idea when Everyone is Lying to You. CreateSpace Independent Publishing Platform, 2014. ISBN: 1492180742, 9781492180746
- Maurya, A. (2012). Running lean: Iterate from plan A to a plan that works. Sebastopol, CA: O'Reilly.
- Mullins, R. and Komisar, R. (2009) Getting to Plan B, Harvard Business Press. ISBN: 978-1-4221-2669-1.
- Osterwalder, A and Pigneur, Y (2010) Business Model Generation, John Wiley & Sons. ISBN: 978-0470-87641-1.