Entrepreneurship and Innovation

GENERAL INFORMATION

The attention paid to entrepreneurship in the last decade is constantly increasing all over the world, especially in Latin American emergent countries, 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.

Through this experience you will be able to understand the characteristics of entrepreneurship in different settings and from different perspectives: formal – informal, by necessity – by opportunity; entrepreneurs – business men; urban – rural; local – global. Since entrepreneurship cannot be entirely taught in the classroom, the program combines classes with company and cultural visits.

1. Introduction

The programme main topics are Entrepreneurship, Innovation, Technology and Strategy. These four topics are based on how the Peruvian Entrepreneurship Ecosystem is developing and how we can think, develop and manage cross-cultural ventures.

2. Course Objectives:

This course seeks to
- Understand Peruvian history, geography and cultural diversity
- Understand Lima´s entrepreneurial ecosystem
- Identify business opportunities in Peru and develop an innovative business model
- Provide tools to develop innovative products and services with high impact aims and to generate an increase of productivity in new projects, organizations and companies.
Through a multidisciplinary way of learning (lectures, workshops and visits) students will learn about innovation and entrepreneurship and will develop the course final project that will present in front of a panel of judges.

3. Contents & Lecturer

- Business Management:
  - Innovation for product development
  - Business Model Innovation
  - Leading a Business Project
  - Cross cultural management

I. Entrepreneurship

Students will learn and discuss about the Peruvian entrepreneurship ecosystem (entrepreneurs, business incubators, accelerators, academy, investors, government, research & innovation centres), and how it has developed in the last 10-years. They learn about the differences between startups and SMEs, and between managers, startups, entrepreneurs and businessmen. Finally they will work on the step by step entrepreneurial process: from the idea to the business model, going through the study of environment, identification of opportunities, and the strategic analysis of industries and markets. We will use the business model canvas as a tool to identify opportunities and present business ideas. This work will be done in class workshops. They will have two quiz examinations and the development of the business model.

Lecturer: Karen Weinberger
Karen Weinberger is researcher at Universidad del Pacífico’s Research Center. She is Professor and Faculty Member at UP’s Business School and has more than 25 years of experience teaching and researching on entrepreneurship topics. She is member of the MIT REAP Lima team, in representation of the academy and leader of the Peruvian entrepreneurial ecosystem.

II. Innovation

In this topic the students will learn about the importance of the innovation process for a start-up and an on-going business and look at different cases around the world. Also they will learn on a hands-on mode of learning about the different tools to create and develop innovative products and innovative business models.

Business Model Innovation
In this topic the students will learn diverse methodologies, tools and techniques such as design thinking, human centered design, empathy maps, lean startup and storytelling which will allow them to think innovatively and generate business opportunities developing innovative business models.

Lecturer: Carla Pennano
Carla Pennano is the Associate Dean of Marketing for Universidad del Pacífico’s Business School as well as a full time professor and researcher with a wide
experience on innovation and marketing topics. She has an MBA from Rotman School of Management, Toronto University and she is PhD candidate at Universidad ESAN.

III. Technology
The technology topic will have an approach to disruptive technology and how it is emerging in Perú. Also we will make a comparison on the development of technology between the world and Perú and how important is to understand the bridge how can we can develop strategies to narrow it.

Lecturer: Michelle Rodriguez
Michelle Rodriguez is Dean at the Engineering School at Universidad del Pacifico, she also is Professor at the same School and has more than 12 year experience on teaching and researching on technology topics.

IV. Strategy
In this topic, students will learn, develop an understanding on the importance of strategy for business models for start-ups and on-going businesses. Especially the case of Peru where barriers of informality and high untrustworthy scenarios are common in the SME environment. They will work on strategy models for profit and non-profit organizations and will understand how Peruvian start-ups, SME’s and big companies work on their strategies to engage with entrepreneurs.

Lecturer: Juan Carlos Ladines
Juan Carlos Ladines is researcher at Universidad del Pacifico’s Research Center. He is Professor and Faculty Member at UP’s Business School and has more than 10 years of experience teaching and researching on entrepreneurship topics.

4. Draft Programme Schedule
- Lectures: 40 hours (Entrepreneurship: 20 hours.)
- Workshops: 5 hours
- Assessment: 5 hours
- Field trips: 25 hours

5. Assessment and Evaluation

<table>
<thead>
<tr>
<th>Assessment Modes</th>
<th>Weightage</th>
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</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Quiz and Continual Assessment</td>
<td>40%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
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</tbody>
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Format:
- Multiple-choice questions
5. **Workshops**

- High Impact Startups: The Peruvian Way
- Peruvian Food Culture
- Booming Sector Business in Perú

6. **Field trips, Company visits and Weekend Highlights**

- 2 Company Visits
- 2 Cluster Visits
- 1 Museum Visit
- 1 City Tour

7. **Extraacademic Activities**

- 1 Dance and music class
- 2 cultural trip to Lunahuaná, Iquitos y/o Cusco.

**Annex:**

1. Videos of Perú
   
   https://www.youtube.com/watch?v=XuAOnkpggcU
   https://www.youtube.com/watch?v=bnb-7RILDlc
   https://www.youtube.com/watch?v=VZXWbHnelhk
   https://www.youtube.com/watch?v=aPqogr0iWkM