

Course Syllabi

1. TICS-00040 ENTREPRENEURSHIP AND INNOVATION

2. 48 credits hours.

3. Bibliography

- ¿Global Entrepreneurship Monitor GEM?, Lasio, Virginia, Caicedo, Guido, Ordeñana, Xavier, Izquierdo Edgar, Samaniego Andrea, 2021
- El ABC del Emprendedor, Guía Práctica para arrendar tu negocio, Alianza para el Emprendimiento y la Innovación (AEI), 2018
- Emprendedor Crear su propia Empresa, Jorge Enrique Silva Duarte, 2009

4. Specific Course Information

- The subject promotes the development of innovative and creative actions that allow engineering students to become, throughout their lives, creators of new and competitive organizations, propellants of existing ones, generators of work, social welfare and personal, professional and social satisfactions. This subject is structured in six parts: The first one designed to develop the entrepreneurial spirit of the student, through workshops that deal with the scratches. the personality of an entrepreneur, and it is at this stage that ideas begin to emerge that will then be transformed into products or services that seek to satisfy the needs of the environment. The second part solves the most frequent concerns of the student about how to identify entrepreneurial ideas that transform into business ideas? and the role of creativity and innovation as support. In the third part we will review the Law of Entrepreneurship and Innovation of Equado r. In the fourth part we will review the Lean Startup methodology, development and application for entrepreneurship. The fifth part provides basic notions for new entrepreneurs such as market research, financial notions, formalities and obligations of the entrepreneur. The sixth unit studies the Business Model, a tool in which the entrepreneur's project is concrete. The theme is deployed through a systemic and simple approach based on business models currently employed for the Launching and/or reengineering of entrepreneurships. It will also be reviewed in this part, marketing for entrepreneurs.
- Corequisites:
 - CSCO-00166 PROFESSIONAL RESPONSIBILITY AND REGULATIONS IN COMPUTER SCIENCE ENGINEERING
- Prerequisites:
 - MAES-00127 RESEARCH METHODOLOGY
 - MAES-00125 APPLIED MATHEMATICS

5. Learning Objectives of the Course

- Encourage, promote and develop the entrepreneurial spirit in Engineering students so that they are professionals able to face risk, face uncertainty, able to work as a team, with skills for negotiation and with skills to establish good interpersonal relationships, committed to society, creative and innovative in all dimensions of their professional work, through a process of inter-learning based on active and experiential methodologies.
 - To develop and practice techniques to promote creativity and innovation, through mechanisms and processes employed by successful companies in the world.
 - To analyze the characteristics and conditions that entrepreneurs must have and the factors that contribute to success.

- To identify under different visions the proposals of value formulated and the impact that they produce.
- To know the Law of Entrepreneurship to know the opportunities of entrepreneurs in Ecuador.
- To develop mode the business models, considering the impact of the environment and competitors on the market.
- Analyze the success models and the reasons that impact to keep companies from electronic solutions.

b. Learning Outcomes

- Develop a vision for the management and development of an enterprise in each of its areas of expertise.
- Interact with students from different faculties for the development of their multidisciplinary business project.
- Develop skills and skills that contribute to changing attitudes.
- Develop skills and skills that contribute to changing attitudes.
- Apply the knowledge acquired in the career, to the execution of a project feasible to be transformed into a business project.
- Develop skills and skills that contribute to changing attitudes.

6. Course Topics

- The profile of the impender
- Creativity + innovation
- Research and innovation law
- Startup innovation
- Basic news for new earners
- Model of commercials and marketing for lessers