

## How to deal with the opportunity to turn an idea into an investable business

### Elective course

**ECTS: 3**

**Lecturers:** Jordi Arbusà, Antoni Olivé, Javier de la Ossa

#### 1. Course presentation

The contribution of small businesses to the economy of nations and the welfare of their citizens has grown in the recent decades. This course is about entrepreneurship, the journey of conceiving, designing, and launching new ventures in order to take advantage of a market opportunity. We will cover topics such as: how business opportunities are recognized or created; how business ideas are generated; how to convert business ideas into viable business models; how to develop new products or services and how to market them; how to make up a winning team; how to protect your business from the competition; how to fund your new venture, et cetera.

#### 2. Objectives of the course

Upon completion of the course, students must be able to:

- Generate business ideas
- Convert business ideas into viable business models
- List the steps to start a new venture
- Make up a winning team
- Calculate the value of your business

#### 3. Course content

1. Ideation: connecting dots to generate business ideas
2. How to start a new venture without writing a business plan
3. The effectual entrepreneur: the case of sailor Jordi Arbusà
4. Beyond canvas: how to validate your business model
5. The human factor: one-man orchestra or diverse team
6. From lab to market: how scientists can become entrepreneurs
7. How to reach my paying customers (and take their wallet's money)
8. Everything you always wanted to know about finance (but were afraid to ask)
9. How to change the world through social businesses

#### 4. Methodology/Training Activities

In order to achieve the proposed objectives, the following methods shall be used:

- Participatory master classes
- Teaching cases
- Exercises
- Discussions

## 5. Evaluation

The course is assessed with on-going evaluation. Attendance and participation in class is essential to achieve the learning objectives of the course and cannot be less than the current policy on the IQS School of Management.

The evaluation will be based on the following criteria and percentages:

Assessment system	%
1. Class participation in frequency and quality	40
2. Group activities	40
3. Quizzes	20
Total assessment	100

## 6. Resources

It is strongly recommended that all students have a personal laptop in order to follow the course requirements.

## 7. Bibliography

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken, NJ: John Wiley & Sons, Inc.

Read, S., Sarasvathy, S., Dew, N., & Wiltbank, R. (2016). *Effectual entrepreneurship*. London: Routledge.