

COURSE SYLLABUS SUMMARY



July 19 - July 24

Blended

Monday July 19 – Friday July 23
 (8:00 am – 2:30 pm)
 Synchronic sessions (blended)

***Saturday July 24**
 (8:00 am – 12:00 m)
 Closing session

Students must have 10 additional hours of asynchronous activities to develop an entrepreneurship project in the course.

GENERAL DESCRIPTION

High-impact entrepreneurship, understood as innovative, sustainable and scalable, requires specific skills of the entrepreneur that are obtained from the combination of knowledge and experience that generally takes a long time to achieve. Entrepreneurship Boot camps have proven to be effective in the learning process for identifying entrepreneurship opportunities and generating solutions. Boot camps are concentrated and intense activities in a period of time, in which entrepreneurs must solve challenges proposed by leaders of different industries. To solve these challenges, during the boot camp, entrepreneurs learn and know a series of tools and methodologies that they must use.

The Uniandes Impact Entrepreneurship Bootcamp is an intensive course for the development of entrepreneurial skills and the creation of high-impact entrepreneurship projects in the International Summer School at Universidad de los Andes School of Management.

The course is structured around two different types of methodologies:

- (i) Problem Based Learning (PBL) methodology, where participants will face challenges associated with the different stages of the entrepreneurial process and will be guided by international experts; and
- (ii) The construction of an entrepreneurship project that will be presented to an external evaluating panel that will award the winner a seed capital prize for its development.

The course requires high participant interaction both in-group and individual work in order to develop their entrepreneurial skills. It will feature the participation of prominent Latin American entrepreneurs who have created new milestones in entrepreneurship in the region in last years and will be able to share their experience and knowledge with the participants, and, international practitioners linked to universities and academic centers with a recognized focus on entrepreneurship.

Sessions will be led by three international experts in entrepreneurship:



Soumitra Dutta

Professor of management and former founding dean of the Cornell SC Johnson College of Business at Cornell University, Chair of the Board of Directors of the Global Business School Network and an authority on the impact of new technology and innovation on the business world.



Isaac Prada y Nogueira

2016 Best Entrepreneur Award (Keelwit Technology) and competitiveness mentor known for using a Formula 1 based method.



Daniela Ruiz

Associate Professor at ITAM and Director EPIC Lab: Center for ITAM Entrepreneurship & Innovation Center.

MAIN GOALS

1. Develop the entrepreneurial skills of the participants
2. Offer tools for structuring high-impact entrepreneurship projects
3. Create collaborative and experiential work environments with participants from different academic backgrounds and programs
4. Facilitate contact with national and international experts for the development of ventures of the participants

METHODOLOGY

The course will address five fundamental topics of the entrepreneurial process:

Problem/Opportunity Identification, Customer Solutions, Product and Prototype Development, Business Model, Financing. Each of these topics is addressed daily through the presentation of a tool that must be used to solve challenges proposed to students. These tools will also facilitate the construction of a course project, which will be presented in the closing session before a jury of international experts who will choose one of this to award US \$ 10,000 in cash. This project will also have the subsequent support of the Entrepreneurship Center at the Universidad de los Andes.

The table below presents the specific activities for each session:

All sessions can be taken virtually, it is expected that three will be held in person at the University of the Andes Campus, taking into account the restrictions and regulations of COVID at that time.

*Virtual session only. Activities between 8:00 am to 10:00 am and 12:30 pm to 2:30 pm are leading by international instructors (experts, practitioners), activities between 10:00 am to 12:30 pm are supported by mentors from Center for Entrepreneurship at Universidad de los Andes. Students must have 10 additional hours of asynchronous activities to develop an entrepreneurship project in the course on their own.

GRADES

Challenge development (3 sessions)	60%	(20% each one)
Project development (2 sessions)	20%	(10% each one)
Final presentation	20%	
Total	100%	

The grade for each session are in charge of the corresponding Professor/Instructor. The grade for the Final Presentation are in charge for all the professors/instructors who participated in the course.

AWARD

US\$10.000 in cash for the project chosen by the jury of experts. The project that received this award does not necessarily will have the highest grade in the course. The award project will also have the subsequent support of the Entrepreneurship Center at the Universidad de los Andes.

PRE-REQUISITES

Uniandes Undergraduate students must have completed at least 75 credits. Students from other universities are required to have completed two academic years (4 semesters). Graduate students are not required to fulfill any pre-requisites.