	Syllabus Format	Skills-Oriented

Universidad del Desarrollo
Universidad de Excelencia

Course Syllabus
OD Minor Tech Ventures

A. General Information

1. **Academic Unit**	iCubo, International Relations				
2. **Degree**	Other Disciplines (Minor)				
3. **Code**	IOD339I				
4. **Number of classes per week**	2				
5. **Location in Curriculum**	1ST and 2nd year.				
6. **Credits**	8				
7. **Classes by Professor**	Theory	2	Practice		0
8. **Classes by Teaching assistant**	None				
9. **Course Type**	Mandatory		Elective	X	Optional
10. **Prerequisites**	None				

B. Course Overview

Startups are changing the world. From mobile apps, to 3D printing and crowdfunding, they are radically replacing existing tools with smarter, faster or cheaper ways of doing things. Disruptive technologies are rendering obsolete what yesterday was labeled as the state of the art.

Entrepreneurship has undoubtedly become a topic of trend, and the career of choice for adventurers and dreamers all over the globe. Behind the money and fame of those that have overcome the odds and build a product or service that the market loved there is always a handful of stories of battle scares, and failed attempts. We will dissect the conditions and scenarios related to both outcomes (success or failure), by living the process. You will learn to perceive failure as mere outcome, one that's just as valuable as success.

We will work on developing the skills necessary to find, evaluate, and develop a raw idea into a commercially viable product or service. You will learn to prototype, build and sell new technological products.

We will take a close look at the effects that entrepreneurship has on social mobility. You will be responsible for promoting in elementary school students from underprivileged backgrounds the entrepreneurial mindset and provide your grain of sand for social change.

This course is designed for dreamers, builders and renegades. Welcome to Tech Ventures.

C. Main Objectives
Students should have a real and practical experience towards building a technological product or service. Along with developing a new project students will have to promote social change by teaching at a public primary school any of the topics learned through the semester.

D. Unit Content and Learning Outcomes

Unit	Learning Outcomes
Unit 1: Team Building	*Students will get to know each other and build the teams for this course's main project. Also, will serve as an introduction to basic concepts on entrepreneurship.*
Unit 2: Prototyping	*Through out this unit we will apply a strong business development viewpoint towards the process behind a new tech solution.*
Unit 3: Product launch and marketing	*Achieving traction is every startups greatest challenge. We will look into strategies and tactics oriented to increase product awareness.*
Unit 4: Optimization and analytics.	*What's not measured cannot be improved. Projects will have to implement hacks to improve their marketing efforts. Also, students will have to analyze and visit existing startups within the Santiago entrepreneurial ecosystem.*
Unit 5: Social impact.	*Students will have to design and develop an activity to promote innovation within Chile's public school systems. This final unit will serve as a course wrap-up, where final projects will be reviewed and evaluated.*

E. Teaching Strategy

"Learning is the process whereby knowledge is created through the transformation of experience" – David Kolb.

The methodology of this course is experiential learning and each lesson is structured around David Kolb's learning cycle:
*1. **Concrete Experience**: 15-20 min. activity that introduces the topic.*
*2. **Reflective observation**: Reflecting or reviewing the experience.*
*3. **Abstract conceptualization**: Concluding or learning from the experience.*
*4. **Active experimentation**: Planning or applying.*

From a grading standpoint learning will be measured through essays, oral presentations a team exercises.

F. Evaluation

Instruments	% Of overall grade
Mid term 1	25%
Mid term 2	25%
Assignments	50%
Final Exam	30%

Attendance requirement: *This course requires students to meet a minimum of 75% of attendance, the non-compliance of this requirement results in immediate course failure.*

G. Academic Integrity

Universidad del Desarrollo, it's faculty, and students take academic integrity as a serious issue.

All students in this course are mandated to comply with university standards of academic integrity. Plagiarism, cheating and any other form of academic fraudulence will be condemned. This includes, but is not limited to: plagiarizing one's own work, turning in written work that was prepared by someone else, and making minimal changes to the work of someone other than you and turning it in as your own. Ignorance will be considered negligence, and by thus, not acceptable as a defense. If you are unsure whether the work you plan to turn in could be considered as plagiarism or cheating, you are responsible for requesting beforehand clarification. When your part of a group assignment, you are responsible for the probity of the work, even if you did not personally write the reproached material.

*Violation of the previous statement will result in **immediate** course failure. University authorities will resolve any reciprocal measures or charges.*

You may find information on plagiarism in the following website:
http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml

H. Mandatory References

- Ries, E. (2011) *Lean Start-up*. O'Reilly Media.
- Maurya A. (2012) *Running Lean.* O'Reilly Media
- J. Wiley (2012). *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions.*
- J. Wiley (2013). *Inbound Marketing and SEO: Insights from the Moz Blog.*
- A. Osterwalder (2013). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.*