

The Theory and Practice of Entrepreneurship

Class 1 – Introduction to the course

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Universität Paderborn, October 2023

T&PE: Basic information

- Javier A. Rodríguez-Camacho, Ph.D.
- javier.rodriguez.c@gmail.com
- We start remote then meet on campus
 - Check PAUL for the classroom information
 - Zoom links on PANDA, via email
- <http://jrodriguez6.weebly.com/teaching.html>



Date	Duration	Topic	Format
October 20 2 pm	1 hour live	Presentation of the class	Remote - Live
October 27 2 pm	1 hour video + 1 hour self-study	Basic concepts	Remote - Recorded
November 3 2 pm	1 hour video + 2 hours self-study	Opportunity recognition	Remote - Recorded
November 7 2 pm	2 hours live	Ideation workshop	Remote - Live
November 10 2 pm	2 hours video	First pitch	Remote - Recorded
November 14 9 am	2 hours live	Opportunity assessment workshop	On campus
November 16 9 am	2 hours live	Customer research and competitive analysis	On campus
November 20 9 am	2 hours live	Value Proposition and MVP	On campus
November 22 9 am	2 hours live	Business model generation	On campus
November 24 9 am	1 hour video	Entrepreneurship funding	Remote - Recorded
November 28 9 am	2 hours live	Revenue models and funding	On campus
November 30 9 am	2 hours live	Customer funding and scaling	On campus
December 5 9 am	3 hours live	Final presentations	On campus



What do you know about this course?

1213 STARTUP-NEUGRÜNDUNGEN

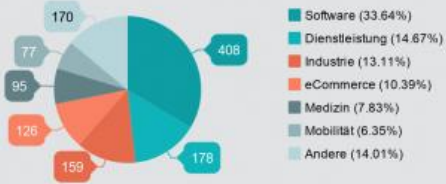


68.021
Unternehmensgründungen wurden von uns analysiert.

1,8%
davon haben wir als Startups bewertet.

36 Startups
jede Woche
wurden von uns im Durchschnitt berichtet.

TOP BRANCHEN



NEUE STARTUPS PRO MONAT



startupdetector
www.startupdetector.de

BERLIN BLOCKCHAIN STARTUPS

INNO HUB VATION
by Innogy



By Sandeep Bajuri, Twitter: @sandeepbajuri

Entrepreneurship?



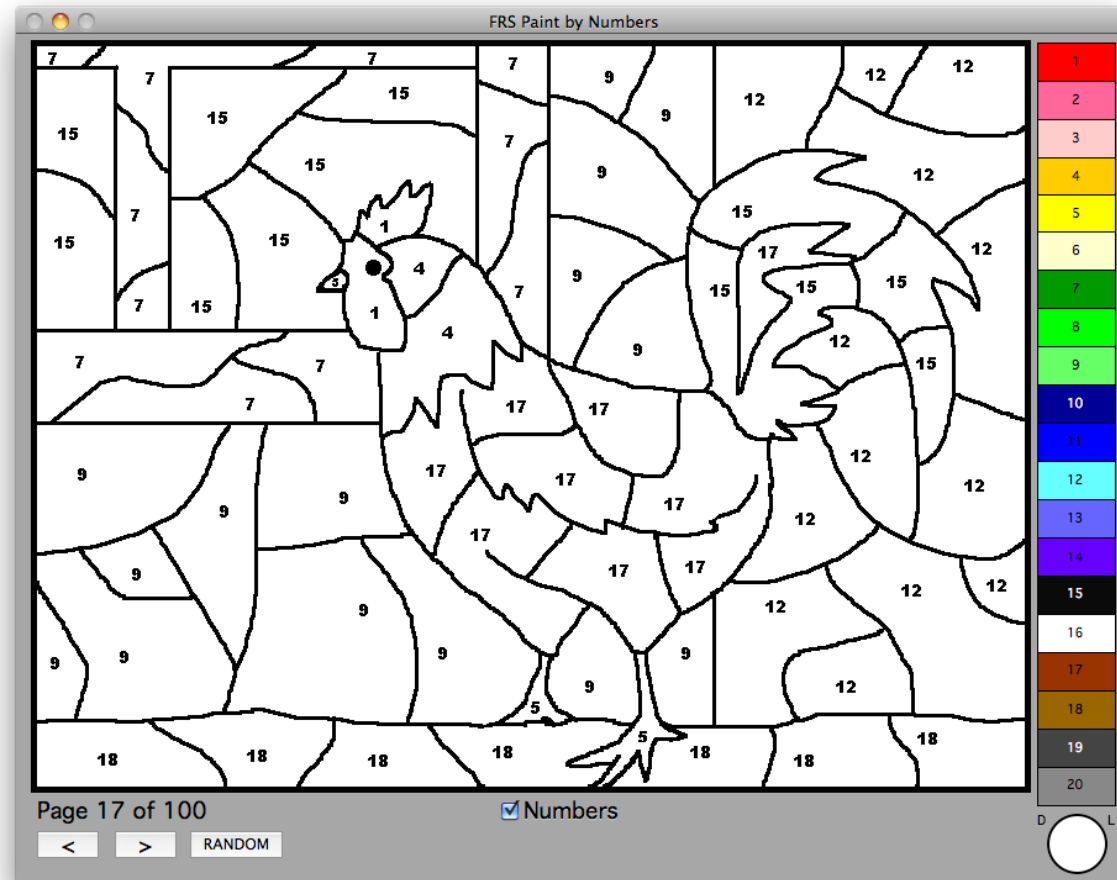
How?
Entrepreneurship competencies

The course in a nutshell

A venture-creation simulation.

- Find or create a business opportunity
 - Generate and deliver value
 - Capture it through a start-up type organization.
-
- Learn about entrepreneurship through action (“being an entrepreneur”).
 - Entrepreneurship is only possible in teams.
 - Theory + Practice = Experiential, active learning.
 - In your team, develop an entrepreneurship project to be assessed in different stages.
 - Motivation and passion are key.

How will we achieve that?



The Entrepreneurship Lab



The formalities

- Find them here

Evaluation activities

- **Final project to be developed in groups (60%)**
 - First Pitch (20%)
 - Second Pitch (30% presentation, 10% bussiness plan)
- **Class Activities (30%)**
 - Cases, readings, other presentations.
- **Entrepreneurship Lab (10%)**

Hello

My name is transactional distance

Camera on.

Active participation.

Classwork, homework,
assignments.

Come to class and follow the plan.

Stay in touch.







UAB
Universitat Autònoma
de Barcelona

Barcelona
GSE



BABSON

USASBE
United States Association
for Small Business and
Entrepreneurship

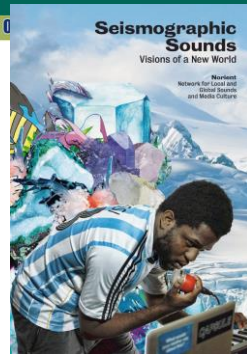
**UNIVERSITÄT
PADERBORN**

ramona n° 267

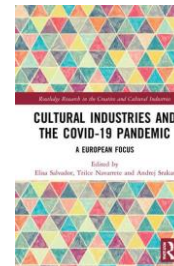
SanMiguel
**PRIMA
VERA
SOUND
IO**

**TINY MIX
TAPES**

UPB
UNIVERSIDAD PRIVADA BOLIVIANA



**University of
CINCINNATI**



CULTMARTS



Ter Encuentro Internacional de
Industrias Creativas y Culturales



Thank you!



See you next week!

- Javier.rodriguez.c@gmail.com
- <http://jrodriguez6.weebly.com>