

NUMBER OF STUDENTS	15 - 20
COURSE NAME	Basics of innovative entrepreneurship
DURATION	16 hours (theory, practice and work of the student)
DATES	19/09/2025 – 30/09/2025
PLACE / CLASSROOM	Online. ITC Campus
CONTENTS	
The course will be held online and in English with the following contents: <u>TOPICS:</u> Basics of innovative entrepreneurship This online course is an introductory training to understand the essential aspects of innovative entrepreneurship. In today's dynamic business environment, training programs focused on entrepreneurial competences are essential for fostering innovation and business growth. Such training often begins with an exploration of entrepreneurial competences, which include skills like creativity, risk-taking, and strategic thinking. Participants will learn to identify and develop these competences to navigate the complexities of the business world effectively. The training then delves into the Value Proposition Canvas, a powerful tool that helps entrepreneurs understand customer needs and design products or services that meet those needs. By mapping out customer segments, pain points, and gains, participants can create compelling value propositions that resonate with their target audience. Finally, the Business Model Canvas is introduced as a comprehensive framework for developing and visualizing business models. This tool allows entrepreneurs to outline key components such as value propositions, customer relationships, revenue streams, and cost structures. By integrating these elements, participants can build robust and sustainable business models that drive success and innovation. Training modules: 1. Thinking about entrepreneurial competences 2. Lean entrepreneurship 3. The Value Proposition Canvas 4. The Business Model Canvas These modules will be based on standards used around the world. <u>FORMAT:</u> The insights are communicated in three formats: 1. Tutorials presenting the key aspects of each module with visual support. 2. Examples. 3. Interactive exercises.	

TRAINERS:

Innovation Department, Canary Islands Institute of Technology

PLACE:

Online e-learning platform. Canary Islands Institute of Technology

<https://innovacion.itccanarias.org/>

METHODOLOGY:

Online training with access to content, forums and case studies. Students will be able to adapt their connection schedule and a final test to pass the course.

The training will include live sessions, via Zoom, for tutorials and to learn about real examples of entrepreneurial initiatives in the business context.