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| <b>NUMBER OF STUDENTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 20 - 40                                             |
| <b>COURSE NAME</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Basics of innovative entrepreneurship               |
| <b>DURATION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 20 hours (theory, practice and work of the student) |
| <b>DATES</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 15/09/2026 – 29/09/2026                             |
| <b>PLACE / CLASSROOM</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Online. ITC Campus                                  |
| <b>CONTENTS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                     |
| <p>The course will be held online and in <b>English</b> with the following contents:</p> <p><b><u>TOPICS:</u></b></p> <p>Basics of innovative entrepreneurship</p> <p>This online course offers an introductory foundation for understanding the essential principles of innovative entrepreneurship, enriched with a first look at how artificial intelligence is reshaping today's business landscape.</p> <p>In a rapidly evolving economic environment, entrepreneurial training has become crucial for fostering innovation, competitiveness, and sustainable business growth. The course begins by exploring the core entrepreneurial competences that enable individuals to navigate uncertainty and design meaningful solutions.</p> <p>Building on this foundation, the course introduces the Value Proposition Canvas, a practical tool that helps entrepreneurs deeply understand customer needs and design products or services that genuinely address them.</p> <p>The training then expands to the Business Model Canvas, a comprehensive framework for visualizing and structuring business models. This tool enables participants to outline key elements such as value creation, customer relationships, revenue streams, and cost structures, helping them design coherent and sustainable business strategies.</p> <p>Throughout the course, participants also gain an introductory understanding of artificial intelligence and how it can enhance innovation, improve customer insights, and open new business opportunities.</p> <p>By integrating entrepreneurial competences, strategic tools, and an initial understanding of AI, this course equips participants with the mindset and frameworks needed to develop robust, innovative, and future-ready business initiatives.</p> <p>Training modules:</p> <ol style="list-style-type: none"> <li>1. Thinking about entrepreneurial competences. Discovering AI.</li> <li>2. Lean entrepreneurship.</li> <li>3. The Value Proposition Canvas.</li> <li>4. The Business Model Canvas.</li> </ol> |                                                     |

These modules will be based on standards used around the world.

**FORMAT:**

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.

The **training** will last **two weeks**, but the learning space on the **platform** will remain **open for four weeks** so that the participants can complete the exercises and obtain their certificate.