ICC2234 INNOVATION AND ENTREPRENEURSHIP IN CONSTRUCTION

Credits and contact hours: 10 credits / 10 hours (3 hours in lectures; 7 h. individual work hours per week)

Instructor’s name: Alfredo Serpell / Ximena Ferrada

Course coordinator’s name: Alfredo Serpell

Textbook:
- Clarysse, B. y Kiefer, S. The Smart Entrepreneur: How to Build for a Successful Business, Elliot & Thompson, 2011. (CK)

Course Catalog Description:

Today it is important and necessary to form professionals who apply their creativity, initiative and effort in developing and executing new business ideas, both in the construction sector as beyond it. A successful entrepreneurship benefits the businessman as well as the society and the country. In this context, this course addresses the following key questions:

- What is entrepreneurship, what types of entrepreneurship exist and how do they relate with innovation?
- What is the importance of innovation for the creation of new businesses and the development and/or modernization of existing ones?
- Which are the main activities that are needed to create and maintain a sustainable business?
- What is the potential of the construction industry as one of many entrepreneurship spheres?
- One of the premises of this course is that there are many professionals who are interested in exploring the path of entrepreneurship, but they do not know how. This course gives a set of competences that may help them considerably to travel through this path, and additionally, it seeks to inspire those who have business ambitions.

Prerequisite Courses: None

Co-requisite Courses: None

Status in the Curriculum: Required course

Course Learning Outcomes:

At the end of this course, students are expected to be competent in the following key aspects of innovation and entrepreneurship:

- Explain and analyze the importance of innovation for the businesses’
success and development and for the creation of new businesses.

- Prepare, present and defend a business plan for an innovating and sustainable business idea.
- Understand and describe the characteristics of business management and actively participate in it.
- Describe and analyze the main competences required for business administration.
- Explain the main characteristics and opportunities of the construction industry, as a business area.

**Relation of Course to ABET Criteria:**

b. Designing and conducting experiments: to analyze and interpret data.
c. Designing a system, component, or process.
e. Identify, formulate, and solve engineering problems.

**Topics covered:**

1. Creation of a new entrepreneurship:
2. Business administration:
3. The construction industry:
4. Innovation and entrepreneurship:
5. Innovation tools: Techniques and support tools for the different stages of innovation.