

# *Master's Degree in Event Organization, Protocol and Business Tourism MICE*



Innovation and the entrepreneurial mindset

**Presentation & Introduction.**

*Diego Santos*

## **Lesson 1 Structure**

Professors Presentation

Course Overview, Objectives & Grading.

Assingments & Final Project.

Students Presentations.

Introduction to innovation & entrepreneurship.

Exercices.



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### 2.1. Description of the subject

In today's economies, new business opportunities appear to answer yet non-existent needs or unsatisfied or improve the existing ones. In this environment, the entrepreneur becomes a core element. Simultaneously, the companies value more and more an entrepreneurial culture within their organizations encouraging their employees to act as entrepreneurs.

It has been shown that there is a positive relationship between entrepreneurship and the development of a country or region, contributing its economic growth, as a source of innovation and helping to create jobs. It is also a source of social cohesion and dynamism that can be learned and taught, among other features.

Thus, the aim of the entrepreneurial mindset is to encourage the entrepreneurship spirit by showing and discovering the main elements of the entrepreneurial process.

The goal is to start thinking as an entrepreneur. Knowing what are their features and the key factors to succeed when founding a new company. Recognize the idea and business opportunities. To define the key elements to start a new business or professional activity and what is needed in each of these cases. And finally, recognize the value of a business plan, its structure and contents.

Our industry is changing constantly, new methodologies and approaches force stakeholders to be updated and keep up with the demand of the market. Clients are nowadays well informed about the product that they want to buy. We will understand the industry's evolution, we will be updated with what is new and trendy and we will be able to plan and organise events for the MICE industry accordingly.

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# OBJECTIVE?

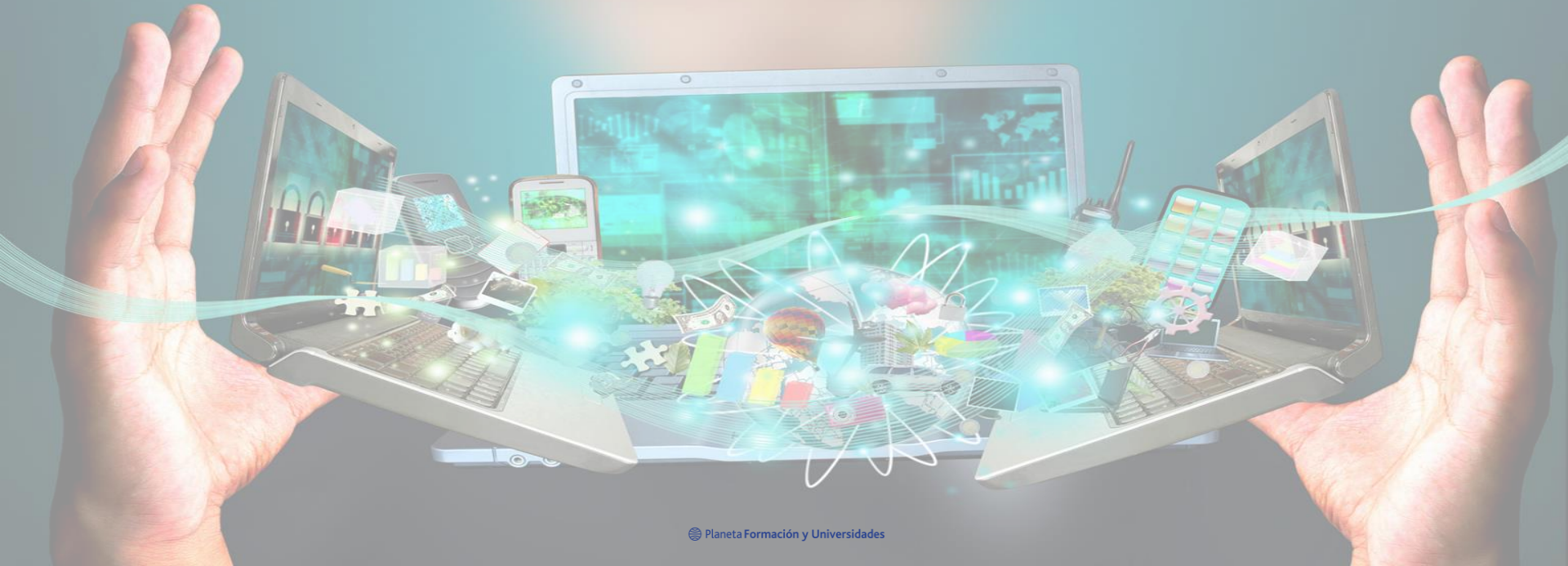
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# 10



# Technology is key. We will understand how it will help to solve our problems.



**We want you prepared to work in the tourism industry.**





How many mammals do you see?



|   | Susana Gómez-Sellés        | Diego Santos              |
|---|----------------------------|---------------------------|
| Home Assignments                        | Individual / Groupal (20%) | Individual/ Groupal (40%) |
| Class Assingments                       |                            |                           |
| Final Project                           | 60%                        | 40%                       |
| Final exercise class group presentation | 20%                        | 20%                       |
| Total percentage                        | 60% of the subject         | 40% of he subject         |

## **FINAL PROJECT: THE TOURISM PODCAST SERIES. (GROUPAL)**

1. Prepare a presentation (in a podcast format) of any topic of your interest linked with innovation or entrepreneurship and explain to your colleagues why it was interesting for you in a recorded presentation. Interview somebody from tourism industry.
2. Prepare a briefing document where you explain your research about the topic, goals and objectives and how you prepared the interview. (could be recorded as well)

## Ostelea Talks:

Presentation of the book:

15/12/2020

17:00 h

2/3 Volunteers

Volunteer Activity.



# NUEVO CONGRESO ACMS-2019

"Camino de utopía: Las Ciencias Sociales en las nuevas sociedades inteligentes".

Valdepeñas (Ciudad Real, España), del 22 al 24 de noviembre, 2019

## XXIV CONGRESO DE SOCIOLOGÍA EN CASTILLA-LA MANCHA. CONGRESO INTERNACIONAL.





# What is innovation?

*An **innovation** is a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process).*

If you must use the word, here is the best definition: **Innovation is significant positive change.** It's a result. It's an outcome. It's something you work towards achieving on a project. If you are successful at solving important problems, peers you respect will call your work innovative and you an innovator. Let them choose the word.

This is a high bar, and it should be. To call every change you make in your work an innovation belittles the possible scale of progress. The act of creating something, even if it solves a problem, should perhaps still not be considered an innovation until it is adopted by other people (see [Innovation vs. Invention](#)). Until then, it's just an invention with the potential to be an innovation. If you are an engineer, a designer or a start-up founder, inventing things is simply your job.




## Oslo Manual

- **Product innovation**
  - A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.
- **Process innovation**
  - A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.
- **Marketing innovation**
  - A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.
- **Organisational innovation**
  - A new organisational method in business practices, workplace organisation or external relations.

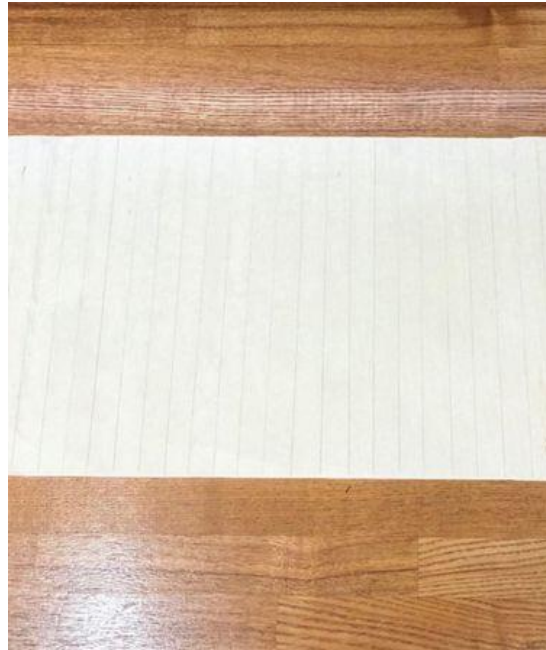
## What is innovation? Document 1.

When most organizations try to increase their innovation efforts, they always seem to start from the same assumption: “we need more ideas.” They’ll start talking about the need to “think outside the box” or “blue sky” thinking in order to find a few ideas that can turn into viable new products or systems. However, in most organizations, innovation isn’t hampered by a lack of ideas, but rather a lack of noticing the good ideas already there.

It’s not an idea problem; it’s a recognition problem. 

A professor asked for a text where creativity would be highly considered, do you have any recommendation for her?







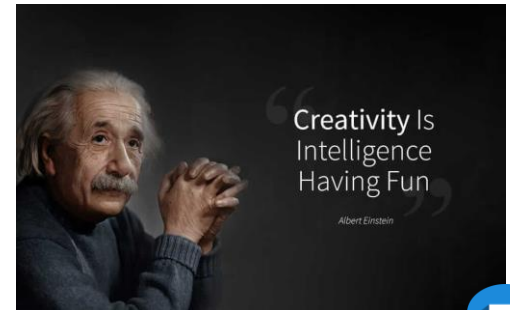


# What is innovation?

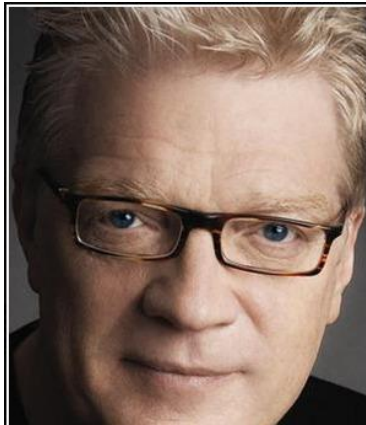
"When the professor said in class that he would give a high mark for creativity, I decided that I would make my essay stand out from others," she said.

## What is Creativity?

Creativity is a function of knowledge, curiosity, imagination, and evaluation. The greater your knowledge base and level of curiosity, the more ideas, patterns, and combinations you can achieve, which then correlates to creating new and innovative products and services. But merely having the knowledge does not guarantee the formation of new patterns. The bits and pieces must be shaken up and iterated in new ways. Then the embryonic ideas must be evaluated and developed into usable ideas. In other words, there really is a process.



# What is innovation?



Innovation is applied creativity. By definition, innovation is always about introducing something new, or improved, or both and it is usually assumed to be a positive thing.

— *Ken Robinson* —

## TEXT 2.

Dictionary.com has it right: Entrepreneurs, in the purest sense, are those who identify a need---*any* need---and fill it. It's a primordial urge, independent of product, service, industry or market.

The U.S. economy needs all kinds of entrepreneurs---from coders to clockmakers---in order to close [its widening fiscal hole](#). But the relentless, seek-and-solve breed is our salvation. They are the ones forever craning their necks, addicted to “looking around corners” and “changing the world.” They---not lenders---are the real money multipliers: the ones who turn \$1 of capital into \$2, then \$2 into \$10, and \$10 into \$100.

This is the true essence of entrepreneurship: Define, invest, build, repeat. “It’s just balls-out fun,” crowed Steve Spoonamore, serial entrepreneur and founder of [ABSMaterials](#), a member of Forbes’ list of [America’s Most Promising Companies](#). “There are people who love to sail the ocean or climb mountains, and more power to them—but it’s *nowhere near* as interesting as taking a technology nobody has heard of, finding a market for it and launching it to your customers. *That’s* satisfying.”







## TEXT 3.

So, does Stevenson's definition of entrepreneurship matter, in practical terms? I'd argue that it does, for two reasons. First, it sees entrepreneurship as a distinctive approach to managing rather than a specific stage in an organization's life cycle (i.e., startup), a specific role for an individual (i.e., founder), or a constellation of personality attributes (e.g., predisposition for risk taking; preference for independence). In this view, entrepreneurs can be found in many different types of organizations, including large corporations. That should be encouraging if you believe that entrepreneurship is an engine of global economic development and a force for positive change in society.

Second, the definition provides a guidepost for entrepreneurial action; it points to tactics entrepreneurs can take to manage risk and mobilize resources. One of my former students put it well when asked to give **advice to aspiring entrepreneurs**: "For me, 'pursuing opportunity beyond resources controlled' sums up perfectly what I do day-to-day. You need to be inventive, creative, opportunistic, and persuasive, because you rarely have enough resources. Embracing this definition helps me in my role."



## TEXT 3.

Entrepreneurs employ four tactics in coping with this Catch-22:

- Lean experimentation allows them to resolve risks quickly and with limited resource expenditure, by relying on a “minimum viable product,” that is, the smallest possible set of activities required to rigorously test a business model hypothesis.
- Staged investing allows entrepreneurs to address risks sequentially, expending only the resources required to meet a given milestone—before committing the resources needed to achieve the next milestone.
- Partnering allows entrepreneurs to leverage another organization’s resources and thereby shifts risks to parties better able/more willing to bear them. In a variation of this tactic, entrepreneurs rent resources to keep costs variable and to avoid the big fixed outlays associated with resource ownership.
- “Storytelling” by entrepreneurs—conjuring a vision of a better world that could be brought about by their venture—can encourage resource owners to downplay risks and in the process commit more resources than they would if they had not been inspired. Steve Jobs, for example, was famous for his mesmerizing “reality distortion field,” through which he impelled employees, partners, and investors to go to extraordinary lengths to help fulfill his dreams.



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# MINIMUM VIABLE PRODUCT



**M**

**Minimum**

The most rudimentary,  
bare-bones foundation  
of the solution possible



**V**

**Viable**

Sufficient enough for  
early adopters



**P**

**Product**

Something tangible  
customers can touch  
and feel



1



2



3



4





1



2



3



4



1



2



3



4



1



2



3



4



1



2



3



4



1



2



3



4

HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

ALSO HOW **NOT TO BUILD** A MINIMUM VIABLE PRODUCT



1



2

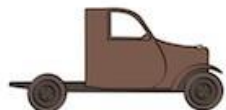


3



4

HOW **TO BUILD** A MINIMUM VIABLE PRODUCT



1



2



3



4

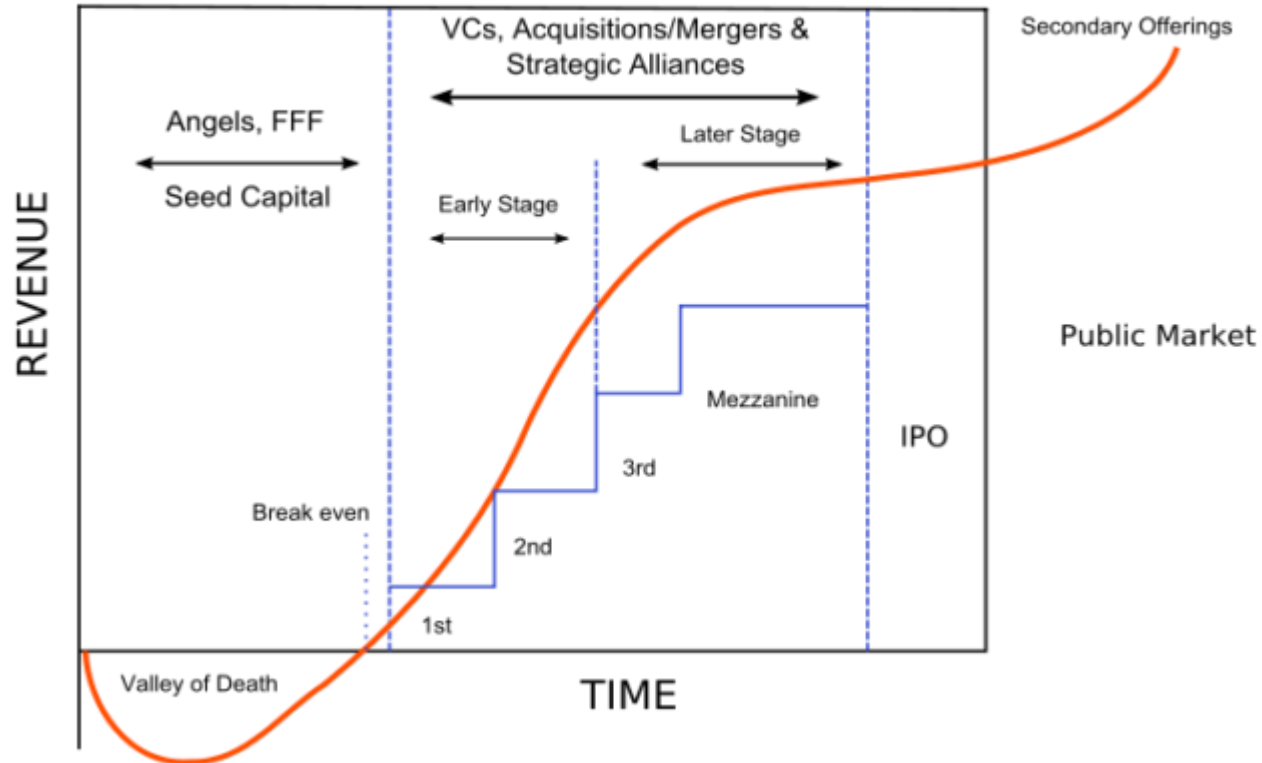
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## Startup Financing Cycle





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# Startup with Google

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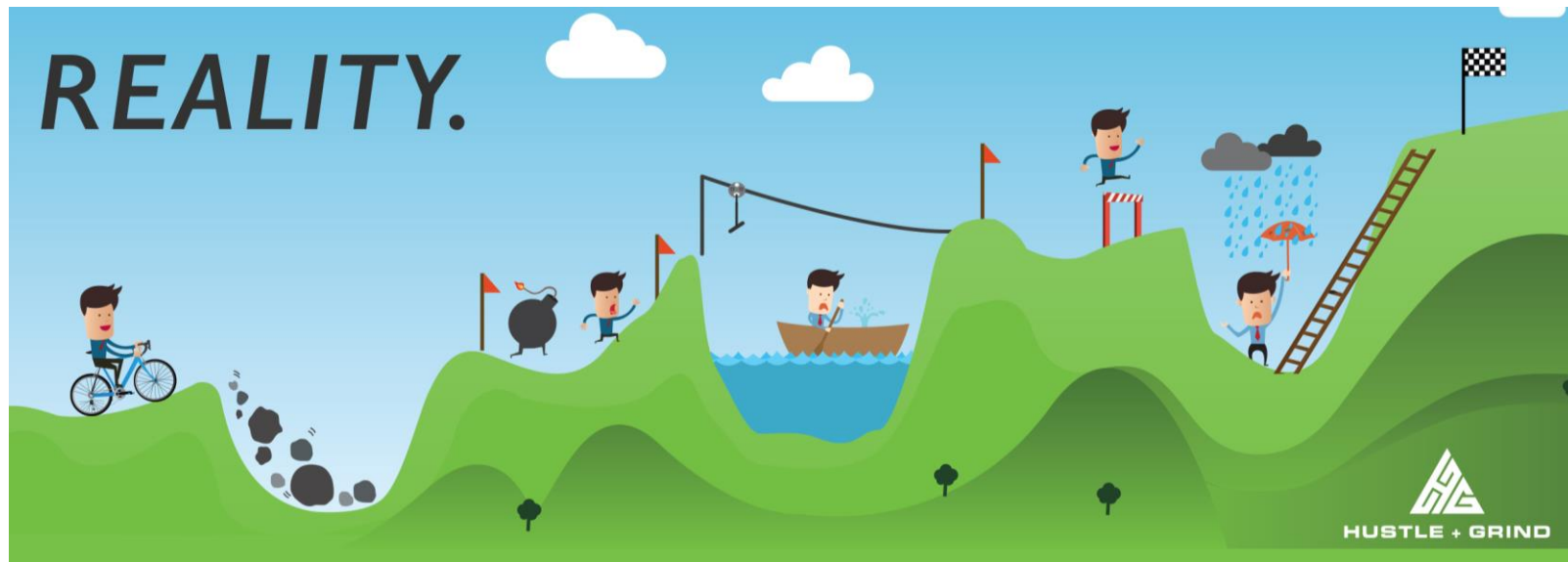
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# YOUR PLAN.







YOUNG

OSTEAL  
TOURISM MANAGEMENT SCHOOL



Look further,  
be a leader

REALITY.

# ENTREPRENEURS FIGHT CLUB



**Do you know any famous european entrepreneur in events?**

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