



## **KIIS Argentina Program, Summer 2024**

### **CS 475 Topics: High Tech Entrepreneurship**

**Instructor:** Dr. Jan Pearce

**Email:** pearcej@berea.edu

**Instructor's office hours:** on site and by appointment

*Syllabus subject to change*

#### **1. Course Description: High Tech Entrepreneurship**

How does a high-tech start-up get going? How do you evaluate an idea for a technology start-up? How do you attract the people, partners and capital needed to launch and run a high-tech start-up?

Argentina is widely considered Latin America's global information technology leader, and Buenos Aires is the undisputed hub of Latin American high-tech start-ups. Using well-respected entrepreneurial principles, Argentine case studies and field assignments, this hands-on course will engage you in the analysis and actions required to evaluate and launch your high-tech start-up, in Argentina or other location of your choosing.

You will generate and explore innovative high tech product ideas via learning in computational design-thinking and in case study exploration. You will consider the impact of AreaTres, a center of entrepreneurship in Buenos Aires, which is one of the largest co-working spaces in Latin America. You will also learn about Argentine technology start-ups such as Despegar.com, Globant, MercadoLibre, and OLX which are all worthy case studies for understanding opportunities that can be realized with a high-tech solution.

All are welcome! No previous knowledge or experience in computer science is required.

#### **2. Overall KIIS Program Student Learning Outcomes:**

##### KIIS Study Abroad Mission Statement:

KIIS provides high-quality education abroad programs for students from all diverse backgrounds that promote deep international learning, are integrated into the curriculum, and encourage critical and creative thinking. Our goal is to help students understand the wider world and develop personal and professional skills for lifelong enrichment. We strive to go beyond generalizations and cultural stereotypes to help foster a nuanced appreciation of the world in which we live.

Students participating on KIIS study abroad programs aim to:

- 1) Understand contemporary issues of their host country/countries (i.e., KIIS program location).
- 2) Develop skills to interact comfortably in a global setting.
- 3) Understand other cultures.

Prior to your KIIS study abroad program, and again at the conclusion of your program, KIIS will ask each student to a) answer a few multiple-choice questions, and b) write a short reflective essay (two paragraphs in length) related to the elements detailed above. There is no right or wrong answer, and your responses will not affect your grade in any way. The purpose of the exercise is to help KIIS measure the effectiveness of its study abroad programs.

### 3. Course Objectives and Specific Learning Outcomes:

Upon successful completion of this course, students will be able to:	How students will practice each outcome:	How student achievement of each outcome will be assessed:
1. Explain how to apply computational thinking across multiple knowledge domains.	Readings/Class discussions	Worksheets and short essays
2. Identify key tasks that need to be performed to take a technology venture idea into realization as a business entity.	Readings/Class discussions	Written plans and short essays
3. Identify successful technology ventures in Argentina.	Readings/Visits/Class discussions	Worksheets and short essays
4. Apply the foundational principles of computational thinking to identify an opportunity and devise a business plan for the launch of a computational solution.	Readings/Class discussions	Short essays/Independent research & presentation

**4. Major Topics covered in the Course:** computational thinking, technology venture opportunity, concept identification and development strategy, technology venture formation and planning, technology venture capitalization, Intellectual property, and Team effectiveness,

**5. Fulfillment of General Education Requirement:**

This course is expected to meet the Practical Reasoning Requirement (PR) at Berea College and count in the entry-level exploratory category or the upper-level category of the Computer and Information Science major.

**6. Required Readings and Materials:**

- **Required Primary Text:** Byers, Thomas, *et al.* 2019. (5/e is current, but earlier editions should suffice). Technology Ventures: From Idea to Enterprise. McGraw-Hill Higher Education. ISBN-13: 978-1259875991. Kindle: <https://www.amazon.com/Technology-Ventures-Enterprise-Thomas-Byers-ebook/dp/B079H2Z9J2/>
- **Online Materials:** With the exception of the primary text, you will be able to access all other course-related files, including this syllabus, online.
- **Accounts:** Gmail and WhatsApp accounts will be used in the course. If you do not already have these, please create them--they are free.
- **Hardware:** A laptop computer or a tablet with external keyboard. A tablet or phone without an external keyboard is unlikely to suffice.

**7. Graded Assignments:** Grades for the course will be calculated based on your work on the following items:

- **Participation (20%)** – You are expected to attend every class and to participate in out-of-class activities as directed by the instructor and the program director. KHS requires that any unexcused absence result in a grade reduction. Multiple unexcused absences may result in expulsion from the program. You will be graded here not just on your attendance, but your attitude and active engagement with our guest speakers and tours (during excursions) and the class discussions and readings.
- **Course Activities/Homework (40%)** – For each class period and each excursion/speaker, you will complete a course activity or a short essay. I will assign a specific activity or essay topic for each session, but often these activities will ask you to relate the course readings or excursion to Argentina. Typically, you will submit these by 8AM each day.
- For the first class: Read all of Part I of the textbook, namely Venture Opportunity and Strategy. Read this section sufficiently carefully to come prepared to discuss the section that you read and also bring questions regarding how these notions are likely to apply in Argentina.
- **Independent Research/Final Presentation (40%)** – You will develop a brief business plan for a new technology venture, complete a five-page structured report (20%), and present this research to the class during our last few meetings. You will be expected to reference academic and non-academic articles, books, and websites as your source material, as well as take advantage of the on-site location to interview a few locals regarding the utility and viability of your venture.

All course assignments must be completed to receive a passing grade. There will be no extra credit offered. Your course will use the following scale:

A = 90-100%   B = 80-89%   C = 70-79%   D = 60-69%   F ≤ 59%

### **8. Attendance Policy:**

KIIS program participants are expected to be punctual to and in attendance at all classes, presentations, meetings and required excursions, and to remain with the program for the full academic period. Unexcused absences from classes and/or mandatory meetings will result in a lowering of the student's final grade, as will excessive tardiness. Multiple unexcused absences could result in expulsion from the program. Any absence from an academic class session must be excused for medical reasons.

### **9. Disability Accommodation:**

KIIS will make every reasonable effort to provide accommodations for program participants with special needs or disabilities, but we cannot guarantee that we will be able to do so. Be aware that many foreign countries do not have comprehensive legislation comparable to the Americans with Disabilities Act (ADA). As a result, businesses and other establishments operating in foreign countries may not be able to provide accommodations.

If you have a disability accommodation need, we recommend you contact your KIIS Campus Representative, <https://www.kiis.org/about-kiis/contact-us/campus-representatives/> early in your program selection process so that s/he has time to discuss any specific needs, including which KIIS programs may be best suited. You also are welcome to contact KIIS Assistant Director, Maria Canning, [maria.canning@wku.edu](mailto:maria.canning@wku.edu), to discuss your disability accommodation needs (e.g. housing, transportation, excursions, class schedule, etc.).

Immediately after acceptance, notify KIIS Admissions and Enrollment Specialist, Haley McTaggart, [haley.mctaggart@wku.edu](mailto:haley.mctaggart@wku.edu), if you have a special need or disability that might require any form of accommodation abroad. Failure to notify KIIS may prevent you from participating on your KIIS program.

If you require any accommodations abroad, you must provide KIIS Admissions and Enrollment Specialist, Haley McTaggart, an accommodation letter from your home campus' disability accommodation office that lists the accommodations you are eligible to receive. Please do not request accommodations directly from your KIIS Program Director or other KIIS Faculty; the KIIS Office will notify your KIIS Program Director and/or Faculty after we have received your above accommodation letter.

In some cases, you may need to make arrangements for a caregiver to join you on your KIIS program, should your physician, campus disability accommodation office, or KIIS make such a recommendation or require it.

### **10. Title IX / Discrimination & Harassment:**

Recent attention to gender discrimination and sexual harassment at colleges and universities reminds us of the importance of adhering to standards of ethical and professional behavior. KIIS Study Abroad is committed to supporting and encouraging safe and equitable educational environments for our students, faculty, and program directors. Students, faculty, and program directors are required to be civil and treat each other with

dignity and respect. As such, harassment and/or discrimination of any kind will not be permitted or tolerated.

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of KIIS policies. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to a) KIIS Assistant Director, Maria Canning (+1-859-200-1000) or KIIS Executive Director, John Dizgun (+1-270-227-2288), b) WKU's Title IX Coordinator, Ena Demir (270-745-6867 / [ena.demir@wku.edu](mailto:ena.demir@wku.edu)) or WKU's Title IX Investigator, Michael Crowe (270-745-5429 / [michael.crowe@wku.edu](mailto:michael.crowe@wku.edu)). Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a KIIS program director and/or faculty member, KIIS program directors and faculty are considered "Responsible Employees" of Western Kentucky University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator.

If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center, <https://www.wku.edu/heretohelp/> at 270-745-3159.

For more information on KIIS Title IX, see <https://www.kiis.org/students/health-safety/title-ix-clery/>; additional Title IX resources can be found here <https://www.wku.edu/eoo/titleixbrochure2020.pdf>.

Everyone should be able to participate on a KIIS program, attend a KIIS event, or work in a KIIS environment (e.g. KIIS office) without fear of sexual harassment or discrimination of any kind. Be respectful of each other.