

SYLLABUS

TITLE: Entrepreneurship Project: Ideation Phase
CODE: EMP 113
CREDITS: 3 credits | 45 contact hours | 1 term

DESCRIPTION

This course encourages students to learn and apply the fundamentals of observation, imagination, creativity, and sustainable ideation for the development of an entrepreneurial mindset and its importance through all disciplines and professions. Emphasis is placed on entrepreneurship as a process and on the methodologies and tools of design thinking, idea generation, and problem-solving of their surroundings. Students will immerse themselves in an area of interest from which they will identify opportunities for improvement, design solutions (ideas), and conceptualize an entrepreneurship project which they will present using strategies for the development of effective presentations. This course is linked to the General Education Unit and the Collaborative Innovation Center – Neeuko.

JUSTIFICATION

Current economic and social contexts require professionals to develop an entrepreneurial mindset to solve problems. Entrepreneurship has positioned itself as a cross-cutting management field that includes business creation, community initiative management, non-profit organizations, intrapreneurship, and project development across all disciplines. The formation of entrepreneurial professionals in all disciplines will generate innovation and promote the economic and social development of Puerto Rico. As part of these initiatives, it is important that students understand their surroundings and can develop the sensitivity and empathy to identify problems and develop creative thinking to provide sustainable solutions. In this direction, the United Nations' Sustainable Development Goals represent the main challenges that serve as a starting point for entrepreneurship projects.

COMPETENCES

The course develops the following competences in students:

- **Entrepreneurship and innovation**
- **Ethical sense and social justice**
- **Critical questioning**

OBJECTIVES

After completion of the course, students will be able to:

1. Understand the conceptual foundations of creativity, innovation, entrepreneurship, sustainability, and resilience.
2. Know the importance of the transdisciplinary entrepreneurial mentality and the modalities of entrepreneurship.
3. Apply tools for design thinking and generation of solutions (ideas) individually and collaboratively.
4. Perform analysis of the social, economic, and environmental setting to identify global problems and opportunities to be solved.
5. Learn the principles of effective presentation to accurately present an idea.

CONTENTS

- I. Introduction and Fundamentals
 - A. Creativity
 - B. Innovation
 - C. Entrepreneurship
 - D. Sustainability
 - E. Resiliency
 - F. Problem
 - G. Opportunity
 - H. Market
 - I. Market segmentation
- II. Entrepreneurial Mindset
 - A. Creativity and entrepreneurship analyzed from a biological perspective
 - B. Characteristics of the entrepreneur
 - C. Entrepreneurship as a transdisciplinary methodology
 - D. Entrepreneurship scenarios:
 1. Intrapreneurship
 2. Entrepreneurship
 3. Cultural/creative entrepreneurship
 4. Scientific research
 5. Social Entrepreneurship
 6. Entrepreneurship in the field of Health
- III. Sustainable Development Goals-SDGs
 - A. Goals' fundamentals
 - B. Alignment of solutions to development goals
- IV. Design Thinking Methodology and Cycle
 - A. Empathy:
 1. Observation - tools

2. Identifying opportunities/problems - Tools
3. Observation
4. Immersion
- B. Defining the problem:
 1. Immersion methods
 2. Problem definition format
- C. Ideation: Conceptualization, idea generation and/or development of solutions with design thinking
 1. Rules in an ideation process
 2. Brainstorming strategies
 3. The SCAMPER technique
 4. Idea Space
- D. Prototyping
 1. Definition
 2. Types and examples
- E. Testing
 1. Definition
 2. Examples
- V. Effective Presentations- The Pitch
 - A. Objectives of a presentation
 - B. Pitch format
 - C. Planning
 - D. Presentation
 - E. Question handling
 - F. Design of visual material
 - G. Style recommendations

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Ideation, Validation, Development, and Execution - **IVDE**
- Design Thinking - **DT**
- Project Based Learning - **PBL**
- Problem Based Learning - **PrBL**

EVALUATION

Participation and attendance	10%
Partial assignments: Tasks	40%
Immersion Experience Report	30%
Final Presentation	20%
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

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For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

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