

SYLLABUS

TITLE:	Entrepreneurship Project: Execution Phase I
CODE:	EMP 411
PREREQUISITE:	EMP 312
CREDITS:	3 credits 45 contact hours 1 term

DESCRIPTION

This is the first part of a two-course sequence. The fourth and final phase of the entrepreneurship project consists of the execution of the approved plan for the idea. At this stage, the student has identified the resources, anticipated challenges, and planned the sequence of activities to lead to the result. This component includes the development of impact indicators. The project in progress of implementation must be presented before the end of the academic year to the type of audience identified as an interest group. The course consists of lectures, discussions, and reports on topics that contribute to the technical development of the initiative determined by the study programs, and complemented with managerial, communicational, and legal components that facilitate the implementation of the entrepreneurship initiative in a real context. This course is linked to the Center for Collaborative Innovation – Neeuko.

JUSTIFICATION

Entrepreneurship, in addition to being a mental framework and a work methodology, also involves a direct action that generates economic and social impact. Studies such as the Global Entrepreneurship Monitor (GEM) suggest that a large proportion of potential entrepreneurs do not see their idea materialized. Although there are various internal and external factors, academic and support programs are often limited to the ideation and development phase of an entrepreneurship proposal. However, the process does not reach the execution phase, at which point the project is launched and the cycle is completed. Exposing students to closing the cycle will teach them several things. On the one hand, the student is exposed to the scenario of taking calculated risks, which is one of the main competencies of the entrepreneur. In the same way, the implementation of the initiatives will allow to discard more easily those that do not have the opportunity for development, experiences that enrich the integral and professional training of the student.

COMPETENCES

The course develops the following competences in students:

- **Innovation and entrepreneurship**
- **Critical questioning**
- **Research and exploration**

OBJECTIVES

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

1. Execute an entrepreneurship project based on a development plan.
2. Learn government compliance requirements to create and operate entrepreneurship initiatives in Puerto Rico.
3. Learn basic aspects of accounting and finance applied to entrepreneurship initiatives.
4. Learn about marketing principles and processes.
5. Integrate the experiences, knowledge and technical methodologies acquired throughout their entrepreneurship and concentration courses in the design and execution of an entrepreneurship project.

CONTENTS

- I. Execution of the entrepreneurship project
 - A. Work plan
 - B. Resources coordination
 - C. Production according to the project
 - D. Progress presentation
- II. Government Requirements and Structures
 - A. Basic requirements to start a venture in Puerto Rico
 - B. Permitting processes
 - C. Merchant Registration
 - D. Municipal patent
 - E. Compliance with labor standards
 - F. Compliance with tax requirements
- III. Principles of accounting and applied finance
 - A. Definition of terms
 - B. Financial statements
 - C. Costs and prices
 - D. Financial projections
 - E. Financial documents
- IV. Marketing Principles

- A. Marketing strategies
- B. SWOT Analysis
- C. Marketing objectives
- D. Market analysis
- E. Funnel analysis
- F. Types of trademarks
- G. Registration of a trademark

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Ideation, Validation, Development / Execution – **IVDE**
- Design Thinking – **DT**
- Project Based Learning – **PBL**

EVALUATION

Participation and attendance	5%
Partial assignments	30%
Final presentation	10%
Entrepreneurship project	<u>55%</u>
Total	100%

LEARNING ASSESSMENT

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

BIBLIOGRAPHY

Ayala. R. (2019). *Tu Primer Negocio: Pasos básicos para su establecimiento en Puerto Rico*.

Aulet, B. (2015). *Disciplined entrepreneurship: 24 steps to a successful startup*. Wiley.

Desarrollo Empresarial Colegio de Administración de Empresas de la Universidad de Puerto Rico. (2013). *Iniciar, Desarrollar y Administrar un Negocio Pequeño en Puerto Rico*. Centro de Negocios y Desarrollo empresarial.

Federal Register / Vol. 86, No. 4 / Thursday, January 7, 2021 / Rules and Regulations

Díaz Olivo, C. E. (2016). *Sin fines de Lucro: Normativa Jurídica del Tercer Sector*.

Desde Adentro Editores.

Alan R. Palmiter, A. R., Partnoy, F. (2010). *Palmiter and Partnoy's Corporations: A Contemporary Approach*. West.

ELECTRONIC RESOURCES

Ábrego Rodríguez, A., Castillo C. F., & Mujica Chirinos, N. (2022). *Estrategias de marketing digital y de e-commerce en tiempos de Covid-19*. 1. A - Editorial Universitaria Carlos Manuel Gasteazoro.

<https://elibro.net/es/lc/sagrado/titulos/230321>

Banco de desarrollo económico para Puerto Rico. (2008). *Movimiento empresarial apoyo al pequeño y mediano comercio*. <http://www.bdepr.org/>

Bienvenidos a Crim. (n.d.). Retrieved December 8, 2021 from

<https://portal.crim360.com/crimpr/index.htm> .

Espinosa Manríquez, N. (2022). *Contabilidad financiera y gerencial*. Tomo I: Conceptos fundamentales. 1. Editorial Universidad Alberto Hurtado.

<https://elibro.net/es/lc/sagrado/titulos/226846>

Mejía Trejo, J. (2023). *Desarrollo de nuevos productos y servicios: una guía práctica para su diseño e implementación*. 1. Academia Mexicana de Investigación y Docencia en Innovación (AMIDI). <https://elibro.net/es/lc/sagrado/titulos/227930>

Departamento del Trabajo y Recursos Humanos Gobierno de Puerto Rico. *Referencia laboral (búsqueda y descargas)*. <https://www.trabajo.pr.gov/descargas.asp>

Orero-Blat, M., Rey Martí, A., & Palacios Marqués, D. (2021). *Un enfoque práctico del marketing estratégico, operativo y digital*. 1. Editorial de la Universidad

Politécnica de Valencia. <https://elibro.net/es/lc/sagrado/titulos/219019>

Pietro Herrera, J. E. (2021). *Investigación de mercados* (3rd ed.). Ecoe Ediciones.

<https://elibro.net/es/ereader/sagrado/206260?page=192>

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

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and / or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

All rights reserved | Sagrado | June 2023 | Translated July 2023