



Universidad del Sagrado Corazón

SYLLABUS

TITLE:	Entrepreneurship Project: Execution Phase II
CODE:	EMP 413-C
PREREQUISITE:	EMP 411
CREDITS:	3 credits 45 contact hours 1 term

DESCRIPTION

This is the second part of a two-course sequence. The fourth and final phase of the entrepreneurship project consists of the execution of the idea. At this stage, students will identify the resources, anticipate challenges, and plan the sequence of activities to lead to the result. This component, in addition to the execution of the project, includes the development of a proposal aimed at obtaining financial resources to implement their entrepreneurship project. Students must present the materialized project before the end of the academic year before the type of audience identified as an interest group. 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 this cycle will teach them several skills. On the one hand, students are exposed to the scenario of taking calculated risks, which is one of the main competencies of the entrepreneur. Similarly, implementing these initiatives will make it easier for them to discard those that do not have the opportunity for development; experiences that enrich the integral and professional training of students.

COMPETENCES

The course develops the following competences in students:

- **Innovation and entrepreneurship**
- **Ethical sense and social justice**
- **Communication**

OBJECTIVES

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

1. Execute an entrepreneurship project based on a development plan.
2. Develop a proposal aimed at obtaining the necessary financial resources to implement an entrepreneurship initiative.
3. Present the entrepreneurship project to potential investors, sponsors, or donors.

CONTENTS

- I. Execution of the Entrepreneurship Project
 - A. Work plan
 - B. Resources coordination
 - C. Production according to the project
 - D. Final presentation
- II. Introductory Components for a Funding Proposal
 - A. Formats
 - B. Types of proposals
 - C. Description of the initiative
 - D. Background
- III. Success Factors of the Entrepreneurship Initiative
 - A. Impact:
 1. Market / stakeholders / customer analysis: demographic, psychographic, conductive descriptions
 2. Industry analysis
 3. Product, service, or solution analysis
 4. Competitive analysis
 - B. Analysis of Financial Potential
 1. Sustainability strategies / projections
 2. Appeal for funds
 - C. Marketing/Dissemination Strategies
 1. Plan

- 2.Branding
- D. Human Resources
 - 1.Financial resources/ Sources of sustainability

METHODOLOGY

The following strategies from the active learning methodology are recommended:

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

EVALUATION

Partial assignments (Phases of the financing proposal)	20%
Final funding proposal	10%
Entrepreneurship project	50%
Oral presentation (Project defense)	15%
Participation	5%
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*.
- Barrow, C., Barrow, P., & Brown, R. (2021). *The Business Plan Workbook: A step by step guide to creating and developing a successful business* (10th ed.). Kogan Page. ISBN-13:978-1789667370
- Kingsnorth, S. (2019). *Digital marketing strategy: An integrated approach to online marketing*. Kogan Page, Limited.

Malhotra, R. (2021). *Handbook on Proposal Drafting and Project Management in Development Sector*. Notionpress.com.

Mir, J. (2019). *Cómo crear un Plan de Negocio útil y creíble: Guía para elaborar un Plan de Negocio Iterativo a través de la escucha activa del mercado*. Libros de Cabecera.

ELECTRONIC LINKS

America's SBTDC Puerto Rico. (2018). Plan de Negocio: Guía para la redacción de este documento. <https://prsbtdc.org/wp-content/uploads/2018/09/Plan-de-Negocios-SBTDC-2018.pdf>

Business Review, H. (2021). *Cómo crear un plan de negocio*. Editorial Reverté.
<https://elibro.net/en/lc/sagrado/titulos/209681>

CIVICUS: World Alliance for Citizen Participation (2011). *Writing a Funding Proposal*.
<https://www.civicus.org/index.php/media-resources/resources/toolkits/618-writing-a-funding-proposal>

Comena66. (2021). ¿Cómo realizo un plan de negocios para el 2022?.
<https://www.colmena66.com/es/blog/blog/2021/12/14/c%C3%B3mo-realizo-un-plan-de-negocios-para-el-2022-c66>

Quaranta, N. (2020). *Planes de negocio*. Editorial Universidad Adventista del Plata.
<https://elibro.net/en/lc/sagrado/titulos/130238>

U.S Business Administration. *Write your business plan*. <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

University of Wisconsin Madison. *Planning and Writing a Grant Proposal: The Basics*.

<https://writing.wisc.edu/handbook/assignments/grants->

2/#:~:text=A%20grant%20proposal%20is%20a,responsible%20and%20capable%2

0of%20realizing

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 | August 2023 | Translated September 2023