SAGRADO
Universidad del Sagrado Corazón

SYLLABUS

TITLE:	Entrepreneurship Project: Development Phase II
CODE:	EMP 312
PREREQUISITE:	EMP 311
CREDITS:	3 credits | 45 contact hours | 1 term

DESCRIPTION

In this course students will develop the knowledge and skills related to project management understanding its context in the field of entrepreneurship. They will study the areas of knowledge and processes that accompany project management, taking as a primary reference the Methodological Guide of Project Management of the Project Management Institute (PMI) and the current *PMBOK*. At the end, students must present a development plan for their entrepreneurship project.

JUSTIFICATION

A key component of the entrepreneurship process involves the planning and development of initiatives. The creative process must be complemented with project management that facilitates its execution. Many entrepreneurs face great limitations by not being able to channel the necessary resources for the execution or not designing the strategies that facilitate the implementation of the projects. This usually includes access to economic, human, technical, and promotional resources. One of the key characteristics of the entrepreneur is to lead these organizational processes to gather these resources.

COMPETENCES

The course develops the following competences in students:

- **Critical questioning**
- **Entrepreneurship and innovation**

OBJECTIVES

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

1. Understand what a project is, the value of organizing work, the value of project managers in managing all stakeholders, internal and external.
2. Acquire knowledge and skills to be able to manage an entrepreneurial project more

efficiently in the role of director.
3. Learn the language and tools commonly used to manage time, cost, scope, and quality in a Project.
4. Develop a project plan that documents the actions needed to define, coordinate, and measure the results of the execution of their entrepreneurship initiative.

CONTENTS

I. Project Management Overview
    A. What is a project and its relationship with entrepreneurship?
    B. Key terms and concepts
    C. The role of the entrepreneur as project manager
    D. Sphere of influence of the entrepreneur in his/her project
    E. Competencies of the entrepreneurship director
    F. Life cycle of a project and its relationship with entrepreneurship
    G. Process groups and knowledge areas of project management
    H. Phases in the management of a project and how it translates into the entrepreneurship initiative

II. Performance Domains of the entrepreneurship project
    A. Performance domain of the entrepreneur as a main stakeholder
    B. Team performance domain
    C. Planning performance domain to implement the entrepreneurship initiative
    D. Delivery performance domain from ideation to the beginning of the business activity or social initiative
    E. Management of stakeholders in your entrepreneurship initiative

III. Initiation and Planning of the Entrepreneurship Project
    A. The concept of the charter of the Project and the relationship with the entrepreneurship initiative
    B. Incorporating the Mission, Vision, and Goals of your business initiative to define the objectives of the Project: SMART Objectives
    C. The importance of proper planning
    D. The Work Breakdown Structure (WBS) describing the activities necessary for the development of your entrepreneurship
    E. Monitor and control entrepreneurship activities

IV. Planning: Time and scope management
    A. List of activities of your business project and estimation of their duration
    B. Links between activities
    C. Network diagrams and critical path identification
    D. Gantt Diagram
    E. Resource allocation and cost estimates
    F. Budget determination

G. Resource balancing and its effects

H. Monitor and control planning activities

V. Implementation: Project Management

A. Direct and manage project work

B. Gestión de conocimiento de un proyecto

C. Quality Management

D. Acquisition of resources

E. Develop the team

F. Communications Management

G. General concepts about the analysis of Earned Value Management (EVM) useful for monitoring your budget

H. Planned cost curve

I. Establishment of the *baseline* as a tool to monitor and control the costs and activities of the entrepreneurship initiative

VI. Contract Management

A. Structures and contents of contracts

B. Contract negotiation

C. Scope, requirements, and interfaces

D. Phases of a contract

E. Resolution of contractual disputes

F. The process of change control

G. Contracts and their relationship with the beginning of the commercial activity or social initiative

VII. The Risk Plan of the Entrepreneurship Project

A. What is a risk?

B. Why do you need a risk plan?

C. Identification of risks of the entrepreneurship project

D. Qualitative risk analysis

E. Quantitative risk analysis

F. Risk management strategies

VIII. Closing a project and other areas of general knowledge in project management

A. Types of closure

B. Conditions for the closure of a project

C. Other PM techniques: Methodology, AGILE, Scrum

D. Use of software tools for the analysis and reporting of Projects (Microsoft Project)

E. International Standards (PMI, IMA)

METHODOLOGY

The following strategies from the active learning methodology are recommended:
- Ideation-Validation, Development- Execution/ Application - **IVDE**
- Project-based learning - **ABP**

EVALUATION

Participation/ Attendance	10%
Tasks and assignments	30%
Presentation and defense of the project	20%
Project plan	<u>40%</u>
Total	100%

LEARNING ASSESSMENT

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

BIBLIOGRAPHY

The PMBOK ® Guide provides project managers with the fundamental practices ...

PMBOK® Guide – Seventh Edition

The PMBOK ® Guide provides project managers with the fundamental practices ...

PMBOK® Guide – Sixth Edition

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Business Review, H. (2017). *Gestión de proyectos*. Editorial Reverté.

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Cerezuela, B. & Ollé, C. (2018). *Gestión de proyectos paso a paso*. Editorial UOC.

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Echeverría Jadraque, D. (2018). *Manual para Project Managers: cómo gestionar proyectos con éxito* (3rd ed.). Wolters Kluwer España.

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Lock, D. (2014). *The essentials of project management*. Taylor & Francis Group.

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Microsoft. *Guía básica para la administración de proyectos*.

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Sarmiento Rojas, J. A. Correa Candamil, C. H. & Jiménez Roa, D. E. (2020). *Gestión de proyectos aplicada al PMBOK 6ED*. Editorial UPTC.

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Torres Hernández, Z. (2014). *Administración de proyectos*. Grupo Editorial Patria.

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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.

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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.