

## SYLLABUS

**TITLE:** Entrepreneurship Project: Development Phase I  
**CODE:** EMP 311  
**PREREQUISITE:** EMP 213  
**CREDITS:** 3 credits | 45 contact hours | 1 term

### DESCRIPTION

This course encourages students to know the necessary tools to design their entrepreneurship project. During this stage, students analyze the environment of their ideas, they design the logical model of their initiative, and identify the necessary resources for their execution, including financial, communication, protection, and legal operation aspects on management. They also will identify the best strategies to communicate their venture to potential beneficiaries and collaborators, as well as to protect it. This course is linked to the General Education unit and the Collaborative Innovation Center - Neeuko.

### JUSTIFICATION

A key component of the entrepreneurship process involves the planning and development of initiatives. Many entrepreneurs face great limitations by not being able to identify the resources necessary for execution or not designing strategies that facilitate the implementation of 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:

- **Entrepreneurship and Innovation**
- **Ethical Sense and Social Justice**
- **Research and Exploration**

### OBJECTIVES

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

1. Identify the organizational and practical fundamentals of the design of an entrepreneurship project.
2. Strategically analyze the external factors that may affect the entrepreneurship project in the short and long term.
3. Develop value propositions that meet and enhance the main objectives of the entrepreneurship idea.
4. Use modeling tools that facilitate the development of a project or entrepreneurship plan with all its components.
5. Apply the techniques and tools necessary to make an effective presentation that allows obtaining resources for an entrepreneurship project.
6. Analyze different intellectual property protection strategies.

## **CONTENTS**

- I. Entrepreneurship project
  - A. Definition
  - B. Project types
  - C. Definition of entrepreneurship Project objectives
  - D. Definition of values
  - E. Impact of an entrepreneurship project
  - F. Modeling tools for entrepreneurship projects
- II. PEST/PESTEL analysis of the entrepreneurship project's environment
  - A. Definition of the environment (PEST/PESTEL analysis)
  - B. Advantages
  - C. Differences from SWOT analysis
  - D. Political factors
  - E. Economic factors
  - F. Social and economic factors
  - G. Ecological factors
  - H. Legal factors
- III. Stakeholders' analysis and value proposition
  - A. Definition and categories of beneficiaries/clients/stakeholders/audience
  - B. Value proposition: Definition, characteristics
  - C. Definition of coopetitor and competitor
- IV. Channels and relationships with beneficiaries/stakeholders/audience/customers
  - A. Definition of channels
  - B. Definition of relationships with beneficiaries/stakeholders/audience/clients
- V. Sources of Sustainability

- A. Definition
  - B. Types
- VI. Cost and revenue structure
  - A. Definition of costs
  - B. Financing
  - C. Sources of income
- VII. Activities, resources, and key partners
  - A. Key activities
  - B. Key resources
  - C. Key partners
- VIII. Marketing and Strategic Communication
  - A. Principles
  - B. Adaptation to entrepreneurship projects
  - C. Strategy development
  - D. Branding and brand management for entrepreneurs
- IX. Intellectual property
  - A. Patents
  - B. Brands
  - C. Copyrights
- X. Presentation of entrepreneurship ideas (the pitch)
  - A. Objective
  - B. Considerations
  - C. Strategies
  - D. Structure

## METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Ideation-Validation, Development- Execution/ Application - **IVDE**
- Design Thinking - **DT**
- Project based learning - **ABP**
- Entrepreneurship projects - **CANVAS**

## EVALUATION

Participation / Attendance	20%
Partial assignments	50%
Final project or exam	<u>30%</u>
<b>Total</b>	<b>100%</b>

## LEARNING ASSESSMENT

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

## BIBLIOGRAPHY

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Houghton Mifflin.

Aulet, B. (2017). *Disciplined Entrepreneurship Workbook*. John Wiley & Sons.

Carranza, A. (2022, February 22). Los tipos de emprendimiento que te harán escalar a  
pasos agigantados. *Crehana*. <https://www.crehana.com/blog/negocios/tipos-de-emprendimiento/>

Fitterman, C. (2017). *Introduction to the Music Industry: An Entrepreneurial Approach*  
(2<sup>nd</sup> ed.). Routledge.

Gundry, L. K., & Kickul, J. R. (2007). *Entrepreneurship strategy: Changing patterns in  
new venture creation, growth, and reinvention*. Sage Publications.

Hernández-Acosta, J. (2016). *Emprendimiento Creativo*. Inversión Cultural.

Marcolongo, M. (2017). *Academic Entrepreneurship: How to Bring Your Scientific  
Discovery to a Successful Commercial Product*. Wiley.

Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadakos, T. (2014). *Value  
Proposition Design: How to Create Products and Services Customers Want*.  
John Wiley & Sons.

Osterwalder, A., Pigneur, Y. (2010). *Business model generation: A handbook for  
visionaries, game changers, and challengers*. John Wiley & Sons.

## ELECTRONIC RESOURCES

Academic Toolkit. Understand Research, Write Your Thesis, Publish Papers. The research Design Canvas. <https://www.academic-toolkit.com/the-research-design-canvas/>

Albarran, A. B. (Ed.). (2013). *The social media industries*. Taylor & Francis Group. <https://ebookcentral.proquest.com/lib/sagrado-ebooks/reader.action?docID=1143700&ppg=8>

Poltorak, A. I., Lerner, P. J. (2002). *Essentials of Intellectual Property*. Wiley. [https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=74180&lang=es&site=ehost-live&authtype=shib&custid=s5316525&ebv=EB&ppid=pp\\_Cover](https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=74180&lang=es&site=ehost-live&authtype=shib&custid=s5316525&ebv=EB&ppid=pp_Cover)

Cremades, A. (2016). *The art of startup fundraising: Pitching investors, negotiating the deal, and everything else entrepreneurs need to know*. John Wiley & Sons. <https://ebookcentral.proquest.com/lib/sagrado-ebooks/detail.action?docID=4501338>

Jewell. C. (n.d.). From Script to Screen: What Role for Intellectual Property? WIPO. [https://www.wipo.int/pressroom/en/stories/ip\\_and\\_film.html](https://www.wipo.int/pressroom/en/stories/ip_and_film.html)

Latham, J. R. (2022). *The research canvas: Framework for designing and aligning the “DNA” of your research study* (5<sup>th</sup> ed.). Organization Design Studio® Ltd. <https://www.drjohnlatham.studio/books/research-canvas/>

“Ley de Derechos Morales de Autor de Puerto Rico”. Ley Núm. 55 de 9 de marzo de 2012. <https://bvirtualogp.pr.gov/ogp/Bvirtual/leyesreferencia/PDF/Propiedad%20Intelect>

[ual/55-2012.pdf](#)

Linares, R. & Linares, R. (2014). *¡Echa el anzuelo!: estrategias de pitch para jornadas audiovisuales y proyectos transmedia*. Editorial UOC.

<https://elibro.net/es/lc/sagrado/titulos/57657>

Marich, R. (2013). *Marketing to moviegoers: A handbook of strategies and tactics*. (3<sup>rd</sup> ed.). Southern Illinois University Press.

<https://ebookcentral.proquest.com/lib/sagrado-ebooks/reader.action?docID=1354521&ppg=6>

Melnyk, B. M., Raderstorf, T. (Eds.). (2019). *Evidence-based leadership, innovation and entrepreneurship in nursing and healthcare: A practical guide to success*.

Springer Publishing Company, Inc.

<https://ebookcentral.proquest.com/lib/sagrado-ebooks/reader.action?docID=5970676&ppg=8>

Moreno Castro, T. F. (2016). *Emprendimiento y plan de negocio*. RIL editores.

<https://elibro.net/es/lc/sagrado/titulos/67489>

Crossan, D. (2020). *Social Business Model Canvas*. The Lang Center for Civic and Social Responsibility, Swarthmore College, PA.

<https://socialbusinessmodelcanvas.swarthmore.edu/>

Paz, H. R. (2008). *Canales de distribución: gestión comercial y logística* (3<sup>rd</sup> ed.).

Lectorum-Ugerman. <https://elibro.net/es/ereader/sagrado/76765?page=35>

Salcedo Camacho, P. D. (2021). *Programa emprendedor*. Universidad Privada del

Valle. <https://elibro.net/es/lc/sagrado/titulos/191127>

Schnarch Kirberg, A. (2016). *El marketing como estrategia de emprendimiento*.

Ediciones de la U. <https://elibro.net/es/lc/sagrado/titulos/93368>

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Wherry, T. L. (2002). *The Librarian's Guide to Intellectual Property in the Digital Age:*

*Copyrights, Patents, and Trademarks*. American Library Association.

<https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&>

[AN=87499&lang=es&site=ehost-](https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=87499&lang=es&site=ehost-)

[live&authtype=shib&custid=s5316525&ebv=EB&ppid=pp\\_iv](https://search.ebscohost.com/login.aspx?direct=true&AuthType=sso&db=nlebk&AN=87499&lang=es&site=ehost-live&authtype=shib&custid=s5316525&ebv=EB&ppid=pp_iv)

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.

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