

## SYLLABUS

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

### DESCRIPTION

The student is encouraged to obtain and apply the fundamentals of imagination, creativity, and sustainable ideation for the development of an entrepreneurial mindset and its importance across all disciplines and professions. Emphasis is placed on entrepreneurship as a process, and the methodologies and tools of design thinking, idea generation, and environmental problem solving. The student will carry out an immersion in an area of interest, from which he/she will elaborate an idea and conceptualize an entrepreneurship project. This course is linked to the Center for Collaborative Innovation-Neeuko.

### JUSTIFICATION

The current economic and social context requires professionals to develop an entrepreneurial mindset to solve problems. Entrepreneurship has positioned itself as a encompassing management area that includes business creation, management of community initiatives, non-profit organizations, intrapreneurship, and project development across all disciplines. The training of entrepreneurial professionals in all disciplines will generate innovation and foster the economic and social development of Puerto Rico. As part of these initiatives, it is important that students understand their environment and can develop the sensitivity and empathy needed to identify problems and apply creative thinking to provide sustainable solutions. In this regard, the Sustainable Development Goals of the United Nations represent the main challenges that serve as a starting point for entrepreneurship projects.

### COMPETENCES

The course develops in the student the following competences:

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

## **OBJECTIVES**

At the end of the course, students will be trained to:

1. Understand the conceptual foundations of creativity, innovation, entrepreneurship, and sustainability.
2. Understand the importance of the entrepreneurial mindset in a transdisciplinary manner.
3. Understand the different stages of entrepreneurship as a process.
4. Apply design thinking and idea generation tools individually and collaboratively.
5. Understand the management ecosystem in his/her area of study.
6. Conduct an analysis of the social, economic, and environmental setting.
7. Identify global and local problems and opportunities based on the analysis of those settings.
8. Devise and conceptualize solutions for the identified problems.

## **CONTENT**

- I. Introduction and Fundamentals (3hrs+Workshop)
  - A. Creativity
  - B. Innovation
  - C. Entrepreneurship
  - D. Sustainability
- II. Entrepreneurial Mindset (3hrs+Workshop)
  - A. Characteristics of the Entrepreneur
  - B. Entrepreneurship as a Transdisciplinary Methodology
- III. Sustainable Development Goals-SDGs (3hrs+Workshop)
  - A. Basis of the Objectives
  - B. Solutions for the Development Objectives
- IV. Introduction to the Design Thinking Methodology and Cycle (3hrs+Workshop)
  - A. Empathy
  - B. Definition
  - C. Ideation
  - D. Prototype Development
  - E. Testing
- V. Ecosystem and Production Chain Analysis (6hrs+Workshop)
  - A. Ecosystem Components
  - B. Production Chain of the Sector
  - C. SWOT and Ecosystem Diagnosis

- VI. Opportunity Identification (3hrs+Workshop)
  - A. Difference between Ideas and Real Opportunities
  - B. Opportunity Analysis (setting)
- VII. Idea Generation (6hrs+Workshop)
  - A. Conceptualization, Idea Generation, and/or Solution Development with Design Thinking

## METHODOLOGY

The following strategies of the active learning methodology are recommended:

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

## EVALUATION

Participation in workshops	10%
Partial work: homework	20%
Immersion experiences	30%
Final project or exam	<u>40%</u>
<b>Total</b>	100%

The final grade for this course is P (Pass) or NP (No Pass). The course is passed with 70% or higher.

## LEARNING ASSESSMENT

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

## BIBLIOGRAPHY

Allen, K. R. (2006) *Launching new ventures: An entrepreneurial approach* (4<sup>th</sup> ed.).

Boston: Houghton Mifflin.

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

Baron, R. A. (2006) Opportunity recognition as pattern recognition: How entrepreneurs

"connect the dots" to identify new business opportunities. *Academy of*

*Management Perspectives*, 20(1), 104-119.

Betts, S. (2006) From employee to entrepreneur. *T+D*, 60(2), 66-67.

Bygrave, W. D., & Zacharakis, A. (2008). *Entrepreneurship*. Hoboken, NJ: John Wiley & Sons.

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

Hernández-Acosta, J. (2016). *Emprendimiento creativo*. San Juan, PR: Inversión Cultural.

McMullen, J. S., & Shepherd, D. A. (2006) Entrepreneurial action and the role of uncertainty in the theory of the entrepreneur. *Academy of Management Review*, 31(1), 132-152.

Peredo, A. M., & Chrisman, J. J. (2006) Toward a Theory of Community -Based Enterprise . *Academy of Management Review*, 31(2), 309-328.

Popova, I. P. (2006) Is professionalism the way to success? *Sociological Research*, 45(1), 41-58.

Timmons, J. A., & Spinelli, S. (2009) *New venture creation : Entrepreneurship for the 21st century* (8<sup>th</sup> ed.). Boston: McGraw-Hill/Irwin.

Williams, L. (2016) *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*. NJ: Pearson Education.

Zimmerer, T., Scarborough, N. M., & Wilson, D. (2008). *Essentials of entrepreneurship and small business management* (5<sup>th</sup> ed.). Upper Saddle River, N.J.: Pearson/Prentice Hall.

#### ELECTRONIC RESOURCES

Banco de Desarrollo Económico para Puerto Rico (2008) Movimiento empresarial apoyo

al pequeño y mediano comercio. Retrieved from <http://www.bdepr.org/>

Brian Cliff Manor, New York : Academy of Management, Academy of Management Review. 01/01/1976 to present.

<http://wf2dnvr17.webfeat.org:80/Z5YvM11003/url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&jid=AMX&site=ehost-live>

Baker, W., & Sinkula, J. (2009) The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Profitability in Small Businesses. *Journal of Small Business Management*, 47(4), 443-464. [http://search.ebscohost.database, doi:10.1111/j.1540-627X.2009.00278.x](http://search.ebscohost.database,doi:10.1111/j.1540-627X.2009.00278.x) Virtual Library. (2009) Ebsco business search database. Retrieved from <http://search.ebscohost.database>

Entrepreneur Media Inc. (2009) *Entrepreneur*. Retrieved from <http://www.entrepreneur.com>.

Ewing Marion Kauffman Foundation (2009) *Entrepreneurship*. Retrieved from <http://www.entrepreneurship.org>.

Rocha, H., & Miles, R. (2009) A Model of Collaborative Entrepreneurship for a More Humanistic Management. *Journal of Business Ethics*, 88(3), 445-462. [http://search.ebscohost.database, doi:10.1007/s10551-009-012](http://search.ebscohost.database,doi:10.1007/s10551-009-012)

Zu, L., & Song, L. (2009) Determinants of Managerial Values on Corporate Social Responsibility: Evidence from China. *Journal of Business Ethics*, 88(1), 105-117. [http://search.ebscohost.database doi:10.1007/s10551-008-9828](http://search.ebscohost.database,doi:10.1007/s10551-008-9828)

Find more information resources related to the course topics on the library page <http://biblioteca.sagrado.edu/>

## **REASONABLE ACCOMMODATION**

To obtain detailed information on the process and the required documentation, you must visit the corresponding office. To guarantee equal conditions, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, all students who need reasonable accommodation services or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

## **ACADEMIC HONESTY, FRAUD AND PLAGIARISM**

Any student who misses the policy of honesty, fraud and plagiarism is exposed to the following sanctions: received a grade of zero in the evaluation and/ or repetition of the work in the course, grade of F (\*) in the seminar: suspension or expulsion as established in the Academic Honesty Policy document (DAEE 205-001) effective August 2005.

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