

SYLLABUS

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| 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 create a development plan for their entrepreneurship project. During this stage, students will reflect on aspects of public policy to improve the conditions of their sector (ecosystem), based on the challenges it has faced in the process. Likewise, students will design the logical model of their proposal, develop the planning skills, and identify the necessary resources for its execution, including management aspects such as finances, communication, and legal operations. They will also determine the best strategies to communicate their enterprise to potential collaborators. This course offers a practice internship through a related project within the University or through external collaborations. This course is linked to the Center for Collaborative Innovation - Neeuko.

JUSTIFICATION

A key component of the entrepreneurship process consists of the planning and development of initiatives. Project management complements the creative process by facilitating its execution. 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 identify these resources. Similarly, at this stage, entrepreneurs have usually begun to experience the internal and external challenges of their management, which allows them to reflect on improvements in public policies to advance the solutions sought by entrepreneurship.

COMPETENCIES

The course develops the following competencies in students:

- **Entrepreneurship and innovation**
- **Ethical sense and social justice**
- **Communication**

OBJECTIVES

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

1. Establish an entrepreneurship proposal with the necessary elements.
2. Know and influence the development processes of public policies for the area of interest.
3. Design a value proposition and an innovative model of entrepreneurship.
4. Know about planning and its role in entrepreneurship.
5. Know about Project management and its role in entrepreneurship.
6. Communicate an entrepreneurship proposal effectively to potential collaborators.
7. Define the financial needs of an entrepreneurship project.

CONTENTS

- I. Entrepreneurship Project
 - A. The Proposal According to the Type of Entrepreneurship (Research, Creative Work, Companies or Projects)
 - B. Development Plan
- II. Development of Public Policy Proposals for the Discipline or Area of Study
 - A. Public Policy Process
 - B. Analysis of the Current State and Identification of Needs
 - C. Trends in the Field and Identification of Opportunities
 - D. Development of a Logical Proposal Model
 - E. Applied Public Policy Proposal
- III. Value Proposition
 - A. Innovative Model of Entrepreneurship
 - B. Customer Discovery Process and Iteration of the Model Based on Interview Data
- IV. Strategic Planning
 - A. SWOT Analysis
 - B. Vision, Mission, and Objectives Conceptualization
 - C. Strategies and Tactics Design
 - D. Development of Metrics and Indicators
 - E. Strategic Plan Design
 - F. Strategic Plan Communications
- V. Project Management
 - A. Introduction to Project Management

- B. Relationship between Project Management, Program Management, and Project Evaluation
 - C. Project Type and Project Management Methods
 - D. Project Time Management
 - E. Project Team Composition and Organization
 - F. Project Cost Management
 - G. Project Resource Management
 - H. Project Communications Management
 - I. Analysis and Management of Project Risks
- VI. Budget and Resource Management
- A. Scope
 - B. Expenditure Items
 - C. Projections
 - D. Financial Model and Capital Requirements
- VII. Marketing and Strategic Communication
- A. Principles
 - B. Adaptation to Entrepreneurship Projects
 - C. Strategy Development

METHODOLOGY

The following strategies from 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

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| Participation: participation in workshops | 10% |
| Partial assignments: tasks | 20% |
| Immersion experiences | 30% |
| Final project or exam | <u>40%</u> |
| Total | 100% |

LEARNING ASSESSMENT

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

BIBLIOGRAPHY

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- Zimmerer, T., Scarborough, N. M., & Wilson, D. (2008). *Essentials of entrepreneurship and small business management* (5th ed.). Pearson/Prentice Hall.

RECURSOS ELECTRÓNICOS

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

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

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Baker, W., & Sinkula, J. (2009). The Complementary Effects of Market Orientation and 5 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) Biblioteca Virtual. (2009). Ebsco business search database. Retrieved from <http://search.ebscohost.database>

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Rocha, H., & Miles, R. (2009). A Model of Collaborative Entrepreneurship for a More Humanistic Management. *Journal of Business Ethics*, 88(3), 445-462.

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Zu, L., & Song, L. (2009). Determinants of Managerial Values on Corporate Social Responsibility: Evidence from China. *Journal of Business Ethics*, 88, 105-117.

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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.

ACADEMIC HONESTY, FRAUD, AND PLAIGARISM

Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a zero in the evaluation and/or repetition of the assignment, an F(*) in the course, suspension or expulsion as established in the document *Política de Honestidad Académica* (DAEE 205-001) effective in August 2005.

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