



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Nestle Cathedra (CNESTLE)
PROGRAM: Bachelor of International Business (BIB)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Innovation and Entrepreneurship		
SEMESTER	NA		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	NA		
LANGUAGE	Spanish		
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Reading materials include international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used		
COURSE DETAILS			
COURSE DESCRIPTION	To apply creative processes for developing new practical and applicable products or services that provide solutions to Nestlé Professional® needs. The ideas proposed may become a reality since the participants are supported by company mentors.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Recognizing those factors that favor the development of creativity and innovation and using them for producing new goods and services for the organization, considering market expectations.	Knowledge	ILO01 ILO03

	Developing consistent proposals for creative products in particular settings that require the critical and creative thinking of students	Skill	ILO02 ILO03
	Integrating, in a practical way, the knowledge acquired during the major and using it in the construction of an innovative project related to the functional areas of the organization.	Context	ILO 01 ILO03
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p>		
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Introduction and presentation of Professional Directives of Nestle that will work with the students 2. Competitive Intelligence and Business Strategy: Innovation Strategy 3. Competitive Intelligence and Business Strategy: Industry Trends & Context HORECA 4. Competitive Intelligence and Business Strategy: Opportunity Platform (consumer insight) 5. Ideation workshop (applied innovation) 6. Development of the project: Workshop of Modelling the business idea 7. Project development: Value proposal and market segmentation 8. Project development : Marketing 9. Project development : Sales forecast 10. Technical feasibility of the project 11. Presentation and support of progress 12. Project Development: laws and regulations 13. Project Development: Human Resources 14. Project Development : Finance 15. Project Development : Finance 16. Final presentation of the project 		
METHODOLOGY	<p>Active Learning</p> <p>Project-Based Learning,</p> <p>Lecture</p> <p>Theoretical classes</p> <p>Participative classes: Small Groups Discussion and Course Discussions</p> <p>Workshops</p> <p>Written tests, essays, presentations and integral projects</p>		
ASSESSMENT	<p>The subject will be developed with the methodology of Project-Based Learning, where knowledge and skills are acquired through the development of projects that respond to a challenge posed by the</p>		

	<p>multinational Nestlé. Additionally, we will make use of the following resources:</p> <ul style="list-style-type: none">• Teacher's lectures on basic theoretical aspects• Group works & presentations• Design thinking• Audiovisual material <p>Basic and complementary readings</p> <p>1. First term [30%]</p> <p>1.1. Individual participation in class +quizzes+homeworks 50%</p> <p>1.2. Individual exam 50%</p> <p>2. Second term [30%]</p> <p>2.1. Individual exam 30%</p> <p>2.2. Team project- first outcome (oral presentation in a simulated board + executive summary) 35%</p> <p>2.3 Individual participation in class +quizzes+homeworks 35%</p> <p>3. Third term [40%]</p> <p>3.1. Individual participation in class + quiz + case analysis sheets 40%</p> <p>3.2. Team project- final outcome (oral presentation in a simulated board + executive summary) 60%</p>
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