



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Business Project I (552703)
PROGRAM: Bachelor of Business Administration (BBA)
 Bachelor of Administration & Service (BA&S)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Innovation & Entrepreneurship		
SEMESTER	Seventh		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	4		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	BBA: Creativity, innovation plus product and service design BA&S: Managerial Accounting, and Strategic Management		
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 • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	To identify business start-up opportunities, explore and research industries and markets, work on innovation tools, learn about technical, legal, functional, financial and marketing aspects of the environment, build business models, and learn about project management in terms of teams, resources, organization, administration, strategy, marketing and finance.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Recognizing a good market opportunity through specific steps that allow to discover	Knowledge	ILO01, ILO02,

	<p>and support the business idea, from a marketing perspective, giving a creative solution to identified opportunities.</p>		
	<p>Structuring a business idea in a business plan that takes into account all the functional areas of the organization such as marketing, logistics and finance for creating a company that fulfills the ethical and moral values taught by the university.</p>	Skill	ILO01, ILO02, ILO05 BBA ILO06.
	<p>Developing networking skills by stimulating the student's abilities to do teamwork, present and defend business issues in public, and establish contact with the business world.</p>	Context	ILO01, ILO03, ILO04,
<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> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p>			
<p>COURSE CONTENTS</p>	<ul style="list-style-type: none"> • Introduction to entrepreneurship and business creation • Fundamental aspects for research in production, operations and logistics • Introduction to the concept 'business project.' Basic theory of markets and finance to identify opportunities and business creation • Development of business opportunity, sustainability and business success concepts • Data analysis in market research • Creativity and Innovation • Determination of variables and attributes of the product or service and benefits package • Value proposition and product design and service 		

	<ul style="list-style-type: none"> • Business modeling • Introduction to finance and its connection with the business project • Value proposition and benefits package design • Financial model: construction and management • Consolidation of business models and business opportunity
METHODOLOGY	<p>Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Basic and recommended readings Lectures on basic theoretical aspects. Collaborative Learning Field Work Guided Visit Project Feedback Comprehensive Assessment</p> <p>By the end of the course students should be able to formulate and structure a business project presented through a business plan, on which is able to demonstrate that minimizes the investment risk from the perspective of an investor of venture capital, that is attractive and also that has a good chance of successfully materialize in reality, positively impacting the market in which participates.</p>
ASSESSMENT	<p>Project Based assessment. The student develops a business plan. It is expected the student to have an optimal level of attendance and fulfillment at all academic spaces. In the case of lectures, besides the teacher’s presentations, tools such as the Internet, videos, workshops and reflection exercises will be used as a way for deepening some topics. The course has a tutorship space at fixed hours, with tutor teachers and companionship out of the classroom with the head teacher. Executed along three terms, the unique grade will include mid-term exams and quizzes, as well as individual or group papers and presentations, and a semester project.</p>