



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Business Project II (552803)
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	Eighth		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	4		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	BBA: Projects Financial Evaluation, and Project I BA&S: Project I		
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 that integrate national and international students, or collaborative projects, as well as on-site or online teamwork• 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 plan and structure a business project presented through a business plan that demonstrates knowledge of business model, marketing, operations and finances. It will be presented in the Innovation Week and evaluated by future investors in order to materialize in a real company, positively impacting the market in which it participates.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*

	Proposing, designing and carrying out research and analysis that allow students to discover those elements present when formulating and structuring a business project with probability of success within a market, with underlying objective and subjective realities, improving their skills of teamwork, presentation and public defense.	Skill	ILO01, ILO02 ILO03,
	Using tools of creativity and innovation systematic processes in order to propose new ways of doing things, design products and services and improve business models in the light of the implicit and explicit restrictions dictated by the consumer in a particular market that allows students to show strategic opportunities of the new company to be able to compete with sufficiency in the market.	Knowledge	ILO01, ILO02, ILO05 BBA ILO06.
	Developing a strategic approach for the different stages of a new company, in such a way that it contributes to boost its probability of success. It goes from the start up stage, through the operations, death valley, baby business, growth, consolidation stages up to the development stage.	Context	ILO01, ILO03 ILO04,

*** Intended Learning Outcome**

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.

ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.

ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).

	BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Introduction to Business Project II - Resume of the evaluation of the business model 2. Introduction to the Business Plan and its Key Structure 3. Marketing Plan and Sales Budget 4. Marketing Plan Workshop 5. Operational and Organizational Plan 6. Financing Plan and Sources of Financing 7. Economic Financial Plan / Participation in ExpoEmpresarial
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. Case analysis and academic articles reading and discussion will also be done.</p>