

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Business Project II (552803)**

**PROGRAM:**

**Bachelor of Business Administration (BBA)**

**Bachelor of Administration & Service (BA&S)**

**LEVEL OF STUDY: Undergraduate Programme**

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Innovation & Entrepreneurship				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BBA	8			
	BA&S	8			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	64	HOURS OF INDEPENDENT/AUTONOMOUS WORK	80
LEARNING PREREQUISITES	<ul style="list-style-type: none"><li>N/A</li></ul>				

INTERNATIONAL COMPONENT	<ul style="list-style-type: none"><li>National and international standards, policies, regulations and mores related to the professional field.</li><li>Vocabulary and technical language to communicate in different cultural contexts.</li><li>Research and/or projects with international and intercultural components.</li><li>International guests</li></ul>					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 8. Decent Work and Economic Growth					
COURSE DETAILS						
COURSE DESCRIPTION	In Business Project II, the design and validations of the Business Model that were worked on in Business Project I and the results of the experimentation processes are retaken, and the students are refocused on the urgent need to undertake regardless of the context. The fundamental axes of this course are: 1) the complete structuring of your business project, where you will see the importance of planning and the usefulness of a business plan to obtain resources and / or future sale of the project; 2) Functional prototype validated with multiple iterations in the market that is already generating the first sales, that has potential clients, letters of intent or investors attracted by the project. The course has a fundamentally practical orientation, organized around the idea, that the best way to develop entrepreneurial skills is with action, executing specific projects, looking for target customers, presenting your business pitch to potential investors and continuing to expose business models. business for feedback from multiple observers.					
KEY WORDS:	Business plan, financial viability, strategy, pitch deck					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 ILO04	Structure, typologies and key parts of the Business Plan. Its advantages and disadvantages. How and when to use the Business plan.	Knowledge	Business Plan	Projects Based Learning	Formative Assessment
	BBA ILO07 BIB ILO08 BA&S ILO08	Structure a marketing plan with solid commercial strategies by variable of the marketing mix, according to the nature of your project, to support the sales forecast and balance point calculation	Skill	Marketing Plan		

	Structure an operations and logistics plan according to the nature of your project and the established sales and commercial plan.	Skill	Operations & Logistics Plan		
	Structure an organizational plan according to the type of society, organization chart and the human resource required in terms of quantity, profiles and positions.	Skill	Organizational Plan		
	Structure a financial economic plan according to the resources required for the start-up and growth of the company, through financial modelling with different sensitivity analyses.	Skill	Economic and Financial Plan		
	Assertively communicate the potential of the business project with a commercial pitch deck, to attract the attention of different key players in the country's innovative and entrepreneurial ecosystem.	Attitude	Pitch Deck		Formative and Summative Assessment
<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 &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BBA ILO07: Entrepreneurship &amp; Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.</p> <p>BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associated with an established company or a student start-up.</p>					

	BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.
<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Birks, A., 2018. <i>The Hustle-Free Business: A Simple 7 Step Plan to Grow, Get Results, and Have Fun!</i> Nueva York: Morgan James Publishing.</li> <li>- Duening, T.N., Hisrich, R.D., Lechtter, M.A., 2010. Going to Market and the Marketing Plan. En <i>Technology entrepreneurship</i> (pp. 351-386). Academic Press</li> <li>- Entrepreneur Media, Inc., 2015. <i>Write Your Business Plan: Get Your Plan in Place and Your Business off the Ground</i>. Estados Unidos: Entrepreneur Press</li> <li>- Greene, F.J., Hopp, C. (2018). When Should Entrepreneurs Write Their Business Plans? HBR.</li> <li>- Guy Kawasaki, 2004. <i>The Art of The Start</i>. Penguin Group</li> <li>- Harvard Business Review, 2018. <i>Entrepreneur's Handbook: everything you need to launch and grow your new business</i>. Boston, Massachusetts: Harvard Business Review Press</li> <li>- McKenzie, D., Sansone D., 2019. Predicting entrepreneurial success is hard: Evidence from a business plan competition in Nigeria. <i>Journal of Development Economics</i>, 141, 2-18</li> <li>- Osterwalder, A., 2004. <i>The business model ontology: A proposition in the design science approach</i>. Disertación no publicada, Universidad de Lausanne.</li> <li>- Zorita, E., 2015. <i>Plan de Negocio</i>. ESIC Editorial, Madrid.</li> </ul>