

SUBJECT SYLLABUS ACADEMIC OVERVIEW INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Business Project I (552703)

PROGRAM:

Bachelor of Business Administration (BBA)

Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Programme

				G	SENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2020-2					
ACADEMIC DEPARTME NT	Innovatio	n & Entı	repreneurship			
SUBJECT TYPE					Mandatory	
LANGUAGE					Spanish	
	Progran	nme	Semester			
SEMESTER	BBA		7			
	BA&	.S	7			
NUMBER OF ACADEMIC CREDITS	3					
HOURS OF ACADEMIC WORK	144	CONT	ACT HOURS	64	HOURS OF INDEPENDENT/AUTONOMOUS WORK	80
LEARNING PREREQUIS ITES	• N	/A				



INTERNATI
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- National and international standards, policies, regulations and mores related to the professional field.
- Vocabulary and technical language to communicate in different cultural contexts.
- Intercultural challenges.
- Research and/or projects with international and intercultural components.
- International guests

SUSTAINAB LE DEVELOPM

ENT GOALS (SDG)

SDG: 8. Decent Work and Economic Growth

COURSE DETAILS

COURSE DESCRIPTI ON

The Business Project I course is focused on developing and stimulating the entrepreneurial skills of students, through tools such as: design thinking and lean start up to identify and validate business opportunities that allow building a business model validated by different experts and target segments that provide feedback to the entrepreneurial team and impact the initial stature of its business model. Students through research, hypothesis formulation and their validations, and exploratory studies of the markets, will be faced with the task

of defining a problem and its solution, validating and finding business opportunities supported by serious facts and arguments, to turn them into real business ideas. With this knowledge, the in-depth study of the market begins. These studies, validations and the integration of their knowledge will allow a coherent, consistent, congruent, different and scalable business model design. The purpose of this first cycle is to have three fittings: problem - solution; product and / or service - market; and business model. These are the bases that will be used in the development of the business plan that is elaborated in Business Project II.

KEY WORDS:

Design thinking, lean start-up, business model, technical feasibility, commercial viability, pitch deck.

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	EICEA ILOS or Programme ILOS	Course ILOS	Туре	Content	Teaching and Learning strategy	Assessment Method
N	ILO01 ILO02 ILO03 ILO04	Consolidate the entrepreneurial team that recognizes in each member their talents, abilities, functions and responsibilities to achieve a business project with start-up potential.	Attitude	Entrepreneur Team	Projects Based Learning	Formative Assessment
	BBA ILO07 BIB ILO08 BA&S ILO08	Systematically identify business opportunities, applying and integrating different agile methodologies and strategic tools.	Skill	Business opportunities		Formative Assessment



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Iterate the business model until obtaining market feedback and experts to make adjustments to improve the scalability of the business model. Assertively communicate the potential of the business model with a commercial pitch deck, to attract the attention of different key players in the country's innovative and entrepreneurial ecosystem 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, an share knowledge. ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions. BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-uusing entrepreneurial spirit and creative thinking. BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associat with an established company or a student start-up. BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.		Design the experiments through different PMV techniques, to make the problem - solution and product - market fit evident.	Skill	Lean Canvas	Formative and Summative
business model with a commercial pitch deck, to attract the attention of different key players in the country's innovative and entrepreneurial ecosystem 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, an share knowledge. ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions. BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-uusing entrepreneurial spirit and creative thinking. BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associat with an established company or a student start-up.		market feedback and experts to make adjustments to improve the scalability of the	Skill	Business Model Canvas	Assessment
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, an share knowledge. ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions. BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-u using entrepreneurial spirit and creative thinking. BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associate with an established company or a student start-up.		business model with a commercial pitch deck, to attract the attention of different key players in the country's innovative and	Attitude	Pitch Deck	
ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions. BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-u using entrepreneurial spirit and creative thinking. BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associativith an established company or a student start-up.	II OO2: Critics				
using entrepreneurial spirit and creative thinking. BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associative with an established company or a student start-up.	situations.	work: Understand and work with others of different	·		
with an established company or a student start-up.	situations. ILO03: Teamshare knowled ILO04: Ethics	work: Understand and work with others of different edge. & Social Responsibility: Demonstrate awareness of	t backgrounds	to solve problems, develop r	meaningful relationships, and
BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.	situations. ILO03: Teamshare knowled ILO04: Ethics improvemen BBA ILO07: E	work: Understand and work with others of different edge. & Social Responsibility: Demonstrate awareness of t of social conditions. Entrepreneurship & Innovation: Apply and improve	t backgrounds f ethical issues	to solve problems, develop r in business environments an	meaningful relationships, and nd contribute to the
	situations. ILO03: Teamshare knowled in the state in the	work: Understand and work with others of different edge. & Social Responsibility: Demonstrate awareness of t of social conditions. Entrepreneurship & Innovation: Apply and improve reneurial spirit and creative thinking.	t backgrounds f ethical issues e management	to solve problems, develop r in business environments an practices for established co	meaningful relationships, and nd contribute to the ompanies or student start-ups

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