

**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

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Innovation & Entrepreneurship				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BBA	7			
	BA&S	7			
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">N/A				

		Design the experiments through different PMV techniques, to make the problem - solution and product - market fit evident.	Skill	Lean Canvas		Formative and Summative Assessment
		Iterate the business model until obtaining market feedback and experts to make adjustments to improve the scalability of the business model.	Skill	Business Model Canvas		
		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	Attitude	Pitch Deck		
	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.					
	BBA ILO07: Entrepreneurship & Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.					
	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.					
	BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.					
BIBLIOGRAPHY	<ul style="list-style-type: none">- Aversaa, P., Haefligera, S., Huellera, F., Rezab, D.G., 2020. Customer complementarity in the digital space: Exploring Amazon's business model diversification. Long Range Planning, disponible en: https://doi.org/10.1016/j.lrp.2020.101985- Bockena, N., Snihurc, Y., 2019. Lean Startup and the business model: Experimenting for novelty and impact. Long Range Planning. Disponible en: https://doi.org/10.1016/j.lrp.2019.101953					

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| | <ul style="list-style-type: none">- Kawasaki, G. (2006). El arte de empezar. Barcelona: Ediciones Kantolla.- Leatherbee, M., Katila, R., 2019. The lean startup method: team composition, hypothesis-testing, and early-stage business models. working paper (August 15, 2019). Disponible en: SSRN: https://ssrn.com/abstract=2902869. https://doi.org/10.2139/ssrn.2902689.- Maurya, Ash. (2012). Running Lean. Iterate from Plan A to a plan that Works, segunda edición. Sebastapol: O'Reilly Media, Inc.- Liedtka, J. (2018). Got an idea for your business? Test your assumptions. IESE insight, 37, 32-37- Osterwalder, A.; Pigneur, Y.; Bernarda, G. & Smith, A. (2014). Diseñando la propuesta de valor. Barcelona. Deusto- Ries, E. (2012). El Método lean Startup. Deusto S.A. Ediciones- Vila, J. y Camps, X. (2018). From identifying needs to generating opportunities. IESE insight, 37, 15-22 |
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