

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

**COURSE NAME AND CODE: Entrepreneurship & Business Life (552101)**

**PROGRAM:**

**Bachelor of Business Administration (BBA)**

**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	1			
Number of Academic Credits	2				
Hours of academic work	96	Contact hours	32	Hours of independent/autonomous work	68
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	<p>At the beginning of university training, it is required to show the student a practical vision of the most common roles that they will be able to choose in their future professional practice within the business world, such as entrepreneurship or the corporate path. To do this, it will seek to motivate that future business life through the inspiring consideration of the life and work, of a group of prominent people and entrepreneurs, both nationally and internationally.</p> <p><b>Objective:</b> Show a practical and experiential vision of the entrepreneurship activity, which allows the student to have a complete vision of the meaning of the business career through sharing experiences with entrepreneurs and businessmen.</p>					
Key Words:	Entrepreneurship, business person/entrepreneur, start-up/entrepreneur, intra-entrepreneurship					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 ILO04 BBA ILO07	He / She will use indicators, determinants, trends, barriers and challenges to understand the current state of entrepreneurship in Colombia	Knowledge	<b>¿ How is entrepreneurship in Colombia?</b> - Concepts and determinants. - Indicators doing business - Entrepreneurship in Colombia. - Entrepreneurship policy.	Collaborative Learning	Formative Assessment
		Differentiate between a specific profile as an entrepreneur, intra-entrepreneur, businessman and / or manager	Skill	<b>Start-up / Entrepreneur vs Business person / Entrepreneur</b> - Differences and characteristics of the business person and the start-up / entrepreneur.	Case Study	Formative Assessment

				<ul style="list-style-type: none"><li>- Identify differentiating characteristics.</li><li>- Legal framework of the businessman and entrepreneur.</li></ul>		
		Provide solutions to organizational challenges from an intra-entrepreneurship perspective.	Skill	<b>Intra-entrepreneurship</b> <ul style="list-style-type: none"><li>- Concept</li><li>- The intra-entrepreneurship as a business model.</li><li>- Intr.-entrepreneurship challenge.</li></ul>	Challenge Based Learning	Formative 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, 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.						
Bibliograph y	<ul style="list-style-type: none"><li>• Kshetri, Nir (2019). Global Entrepreneurship. Environment and Strategy. Chapter 1: Global Entrepreneurship: The current status, definitions, types, and measures. New York, USA. Routledge, 2nd ed.</li><li>• Salinas, G. (2020). Liderazgo y valor de marca en tiempos de crisis. Harvard Deusto Business Review. No. 302. Págs. 30-38</li><li>• Beaty, D. (2019). ¿Así que quiere ser CEO? España. Harvard Deusto Business Review. No. 285. Págs. 12-19</li><li>• Boonstra, J. (2018). Significado de las culturas en las organizaciones. Harvard Deusto Business Review. No. 274. Págs. 18-28</li><li>• Segars, A. (2018). The new CEO Activists. Boston, USA. Harvard Business Review. No 96. Págs. 78-89.</li><li>• Amat, D., Perramon, J. (2020). Medidas Empresariales para crear valor en tiempos de crisis. España. Harvard Deusto Business Review. No. 302. Págs. 14-23</li><li>• Morales, C. (2019). ‘HR Analytics’: El valor de los datos para tomar decisiones. Harvard Deusto Business Review. No. 290. Págs. 20-30</li><li>• Kiyosaki, R. y Lechter, S. Padre rico, padre pobre: ¿qué les enseñan los ricos a sus hijos acerca del dinero, que las clases media y pobre no? (libre escogencia de edición)</li><li>• Christensen, K. (2018). Entrevista a Michael Porter. Progreso Social y Liderazgo. Harvard Deusto Business Review. No. 279. Págs. 74-82</li><li>• Kshetri, Nir (2019). Global Entrepreneurship. Environment and Strategy. Chapter 10: Entrepreneurship in Latin America. New York, USA. Routledge, 2nd ed.</li><li>• Beaty, D. (2019). Siete tecnologías que transforman el mundo. Harvard Deusto Business Review. No. 283. Págs. 26-42</li><li>• Carrera, A., Vásquez, P., y Cornejo, M. (2019). ¿Cómo se gobiernan las mayores empresas de control familiar de América Latina? Harvard Deusto Business Review. No. 285. Págs. 12-19</li></ul>					

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|  | <ul style="list-style-type: none"><li>• López, F. (2019). Cómo valorar la innovación. Harvard Deusto Business Review. No. 286. Págs. 28-40</li></ul> |  |
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