

SYLLABUS

Course Information			
Code:	EPD51003	Course:	ENTREPRENEURSHIP
Coordination Area / Program:		DIRECCION DE DOBLE GRADO SIC	Mode: b-learning
Credits: 03		Teaching hours: 48	Autonomous Learning Hours: 96
Career: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMIA Y GESTIÓN DE RESTAURANTES - GESTION AMBIENTAL EMPRESARIAL - INGENIERIA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA AMBIENTAL - INGENIERIA CIVIL - INGENIERIA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERIA INDUSTRIAL Y COMERCIAL - INGENIERIA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - RELACIONES INTERNACIONALES			

Detail of Teaching hours							
Sum: 48	Theory: 42	Practice: 0	Laboratory: 0	Evaluation Theory: 04	Evaluation Practice: 0	Reinforcement Theory: 02	Reinforcement Practice: 0

Course Pre-requisites		
Code	Course - Credits	Career
DGB-BUSINMANAGE	BUSINESS MANAGEMENT	

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
CASTRO GUZMAN, ENRIQUE ALONSO	ECASTRO@USIL.EDU.PE	MARTES Y MIÉRCOLES DE 17:00 A 18:00 HORAS	2DO PISO PAB. D CAMPUS FBT

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
<p>This is known as the entrepreneurial age. Entrepreneurs are driving a revolution that is transforming and renewing economies worldwide. An entrepreneur has been described as someone who destroys the existing economic order by introducing new products and services, by introducing new methods of production, by creating new forms or organizations, or by exploiting new raw materials.</p> <p>This course provides the students with the understanding of entrepreneurship and the role it plays in the economic order. Students will come to understand how entrepreneurship stirs up the existing economic order and prunes out the dead wood.</p> <p>Students are expected to understand and be able to relate theory about entrepreneurship to actual experiences, as well as, searching for opportunities to build a workable business model that have financial projections, strategy, and marketing integration. The reasoning is that students, regardless of whether they start a new business, will benefit from learning about entrepreneurship.</p> <p>This class combines concepts and cases to present the latest theory about entrepreneurship and relate actual experiences.</p>

Course Learning Outcomes		
General Learning Outcomes	Nº	Specific Learning Outcomes
Analyze and understand the entrepreneurship concepts and practices as a way to meet organizational objectives.	1.1.	Identify the ideas and ways in which the projects are carried out
	1.2.	Identify the different partners that make up the Canvas of the business, use a model company
	1.3.	Identify the different components of the correspondence map, as well as their interaction with the consumer
Understands and apply business management concepts, tools and techniques to satisfy and exceed customer expectations.	2.1	Creatively design the problem tree and objectives of your selected business idea, and present a scheme of secondary and primary information sources that you will use during your research.
	2.2	Clearly and systematically identifies the preliminary results of the Canvas business model matrix and the Empathy map
	2.3	Proposes in a creative way all your research process and presents Business Opportunity captured through entrepreneurship

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: Semana 1						
Specific Outcome: The Power of Entrepreneurship						
1	1	2	AP	<ul style="list-style-type: none">• Entrepreneurship and Small Business in the United States• Web: Three Revolution Converge• Enterprise Revolution Strikes Gold• Creative Destruction	<ul style="list-style-type: none">• Describe entrepreneurship and small business in the United States• Summarize and list the causes of the entrepreneurial revolution• Show the principal findings from GEM	Blackboard, Computer, Markers

				<ul style="list-style-type: none"> • Causes of the Entrepreneurial Revolution • Global Entrepreneurship Model (GEM) • Changes in the Entrepreneurial Framework Conditions 	<ul style="list-style-type: none"> • Explain the 21st century economies • Describe the power of entrepreneurship • Discuss the entrepreneurial revolution • Explain the changes in the entrepreneurial framework conditions 	
1	1	1	AV	<ul style="list-style-type: none"> • The Accidental Entrepreneur • Growth Expectations and Job Creations • Necessity and Opportunity Driven Entrepreneurs 	<ul style="list-style-type: none"> • Global Entrepreneurship Monitor (GEM) • Principal findings from GEM • Anglo-Saxon versus the Social models <p>Review the Syllabus jointly with the professor Read chapter 1 thoroughly Assignment: Reflection Point 1 – 4 Web Exercise</p>	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 2: Semana 2						
Specific Outcome: The Entrepreneurial Process						
2	2	2	AP	<ul style="list-style-type: none"> • Critical Factors for Starting a New Enterprise • Evaluating Opportunities for New Businesses • Determining Resource Needs and Acquiring Resources 	<ul style="list-style-type: none"> • Discuss the critical factors for starting a new enterprise • Evaluate opportunities for new business • Estimate the resource needs • Plan the acquiring of new resources • Estimate the profit potential • Describe the ingredients for a successful new business • Define what is an entrepreneur • Define what is the entrepreneurial process • Discuss which are the critical factors for starting a new enterprise • Evaluate the three driving forces based on Timmon's framework • Describe what is the process for evaluating opportunities for new businesses 	Board, computer, markers
2	2	1	AV	<ul style="list-style-type: none"> • Profit Potential • Ingredients for a Successful New Business 	<ul style="list-style-type: none"> • Explain what is meant by startup capital. • Describe what is the profit potential • List the nine Fs for entrepreneurial success <p>Read chapter 2 thoroughly Assignment: Reflection Point 1 – 8 Discussion Questions 1 – 8</p>	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 3: Semana 3						
Specific Outcome: Opportunity Recognition, Shaping, and Reshaping						
3	3	2	AP	<ul style="list-style-type: none"> • Finding Your Passion • Idea Multiplication • Rapid-Fire Prototyping • Fast-Casual Demographics • The Competition 	<ul style="list-style-type: none"> • Discuss the process of coming up with a good idea • Describe the idea of finding your passion • Describe the idea multiplication • How to analyze the global business environment • How to identify and explain trends in business • List the common demographic/psychographic categories • Evaluate the opportunity checklist • Explain the process of finding your passion • Be able to judge if your idea is an opportunity <p>Test 1</p>	Board, computer, markers
3	3	1	AV	<ul style="list-style-type: none"> • Suppliers and Vendors • The Government • The Global Environment 	<ul style="list-style-type: none"> • The ability to define who the customer is • Be able to describe what the competition is • Explain the global environment and what is its effect 	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 4: Semana 4						
Specific Outcome: Understanding your Business Model and Developing Your Strategy						
				<p>Due: Project Topic Due: Tentative Bibliography</p>	<ul style="list-style-type: none"> • Describe and explain what the business model is • Be able to explain what the revenue model is • Explain what the cost model is 	

4	4	2	AP	<ul style="list-style-type: none"> • The Business Model • The Revenue Model • The Cost Model • The First-Mover Myth • Formulating a Winning Strategy 	<ul style="list-style-type: none"> • Explain what the first-mover myth is • Describe the entry strategy • Discuss benchmarking and its importance • Be able to analyze a market test schedule • Explain what growth strategy is and how you achieve it 	Board, computer, markers
4	4	1	AV	<ul style="list-style-type: none"> • The People Are What Matters • Entry Strategy • Growth Strategy 	<ul style="list-style-type: none"> • Describe the process of formulating a winning strategy • Explain the importance of people to a successful organization • Distinguish the different business models <p>Read chapter 4 thoroughly Assignment: Reflection Point 1 – 4 Web Exercise</p>	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 5: Semana 5						
Specific Outcome: Entrepreneurial Marketing						
5	5	2	AP	<ul style="list-style-type: none"> • Why Marketing is Critical for Entrepreneurs • Entrepreneurs Face Unique Marketing Challenges • Acquiring Market Information • Marketing Strategy for Entrepreneurs 	<ul style="list-style-type: none"> • Define what marketing research is and justify why marketing is critical to entrepreneurs • Explain the two types of market data • Define the processes of segmentation, targeting, and positioning • Explain the market mix • Interpret the marketing mix strategy for an entrepreneur • Evaluate the strategic use of advertising media 	Board, computer, markers
5	5	1	AV	<ul style="list-style-type: none"> • Incremental Improvement versus Radical Innovation • Guerrilla Marketing • Marketing Skills for Managing Growth 	<ul style="list-style-type: none"> • Define what guerilla marketing is • Summarize the marketing challenges that entrepreneurs face • Describe the marketing skills for managing growth <p>Read chapter 5 thoroughly Assignment: Reflection Point 1 – 10 Web Exercise</p>	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 6: Semana 6						
Specific Outcome: Building the Founding Team						
6	6	2	AP	<ul style="list-style-type: none"> • Power of the Team • Where Do You Fit? • How to Build a Powerful Team • Bootstrapping: Building the Team Based on Stage-of-Venture Life • Compensation 	<ul style="list-style-type: none"> • Describe the benefits of the team and its inherent powers • Define the role of the entrepreneur within the business, where does (s)he fit in • Describe the process of building the team based on stage-of-venture life • Define the different elements of compensation • Explain who the external members are and their role in the business <p>Test 2</p>	Board, computer, markers
6	6	1	AV	<ul style="list-style-type: none"> • External Team Members • Keeping the Team Together 	<ul style="list-style-type: none"> • Discuss how to keep the team together • Discuss burnout, family pressure, and interpersonal conflicts <p>Read chapter 7 thoroughly Assignment: Reflection Point 1 – 5 Web Exercise</p>	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 7: Semana 7						
Specific Outcome: The Business Planning Process						
7	7	2	AP	<ul style="list-style-type: none"> • The Planning Process • The Story Model • The Business Plan • Operations Plan • Development Plan 	<ul style="list-style-type: none"> • Describe the planning process • Define what the story model is • Define and analyze the elements of the business plan • Explain the executive summary of a business plan • Describe the industry, customer, and competitor analysis in a business plan • Explain the marketing plan • Describe the operations plan • Evaluate the critical risks in a business plan <p>Report 1</p>	Board, computer, markers
					<ul style="list-style-type: none"> • Describe the basic areas to address in a business plan 	

7	7	1	AV	<ul style="list-style-type: none"> Critical Risks Types of Plans 	<ul style="list-style-type: none"> List the different types of plans Discuss style pointers for the written plan and oral presentation Read chapter 7 thoroughly Assignment: Reflection Point 1 – 5 Web Exercise	Computer
7	7	1	AV	Academic reinforcement	Summary of course content until the middle of the first semester.	Virtual Campus USIL
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 8: Semana 8						
Specific Outcome: Building Your Pro-Forma Financial Statements						
8	8	2	AP	<ul style="list-style-type: none"> Common Mistakes Financial Statement Overview Build-Up Method Cost of Goods Sold Operating Expenses Preliminary Income Statement Comparable Method Building Integrated Financial Statements 	<ul style="list-style-type: none"> Explain the common mistakes in a business proposal Evaluate the financial statement overview Explain revenue projections Explain the cost of goods sold Describe the operating expenses Evaluate a preliminary income statement Define the comparable method Describe interrelated financial statements 	Board, computer, markers
8	8	1	AV	<ul style="list-style-type: none"> Income Statement Balance Sheet Cash-Flow Statement 	<ul style="list-style-type: none"> Describe the build-up method Describe the comparable method Describe the process of building integrated financial statements Read chapter 8 thoroughly Assignment: Reflection Point 1 – 6 Web Exercise	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 9: Semana 9						
Specific Outcome: Financing Entrepreneurial Ventures Worldwide						
9	9	2	AP	<ul style="list-style-type: none"> Microfinancing Microcredit for the Poorest of the Poor Entrepreneurs and Informal Investors Amount of Capital Needed to Start a Business Characteristics of Informal Investors Financial Returns on Informal Investment 	<ul style="list-style-type: none"> Define what microfinancing is Explain microcredit for the poorest of the poor List four categories of informal investors Calculate the amount of capital needed to start a business Describe the characteristics of formal investors Explain the financial returns on informal investment Explain the supply and demand for startup financing Describe classic venture capital Explain the importance of venture capital in the U.S. economy List the factors affecting the availability of financing Explain entrepreneurial financing for the world's poorest 	Board, computer, markers
9	9	1	AV	<ul style="list-style-type: none"> Supply and Demand for Startup Financing Venture Capital Factors Affecting Availability of Financing 	<ul style="list-style-type: none"> Describe the relationship between entrepreneurs and informal investors Describe the supply and demand for startup financing Identify the financial returns on venture capital Read chapter 9 thoroughly Assignment: Reflection Point 1 – 4 Web Exercise	Computer
Basic and Supplemental References Required Reading: Not applicable						
Unidad N° 10: Semana 10						
Specific Outcome: Raising Money for Starting and Growing Businesses						
10	10	2	AP	<ul style="list-style-type: none"> Bootstrapping New Ventures Valuation Financing a New Venture Business Angels 	<ul style="list-style-type: none"> List the four basic ways of valuing a business List the elements that determine the value of a business Explain the earning capitalization method Be able to calculate the present value of a company Ability to explain the valuation method List the three variations of the asset-based method 	Board, computer, markers

				<ul style="list-style-type: none"> • Venture Capital • Dealing with Venture Capitalists 	<ul style="list-style-type: none"> • Be able to describe the type of informal investors called business angels • Define what initial public offering is and what are its pros and cons • Discuss bootstrapping new ventures • Analyze valuation 	Test 3	
10	10	1	AV	<ul style="list-style-type: none"> • Harvesting Investments • Initial Public Offerings (IPOs) • Why Be Acquired? 	<ul style="list-style-type: none"> • Be able to identify the value of a business • Describe the process of financing a new venture • Evaluate the harvesting of investments 	Read chapter 10 thoroughly Assignment: Reflection Point 1 – 5 Web Exercise	Computer
Basic and Supplemental References Required Reading: Not applicable							
Unidad N° 11: Semana 11							
Specific Outcome: Debt and Other Forms of Financing							
11	11	2	AP	<ul style="list-style-type: none"> • Getting Access to Funds • Cash Conversion Cycle • Working Capital: Getting Cash from Receivables and Inventories • Using Accounts Receivable as Working Capital • The Sales Pattern • Cash Versus Credit Sales • Setting Credit Terms • Collection Policies • Sources of Short-Term Cash: More Payables, Less Receivables • Obtaining Bank Loans Through Accounts Receivable Financing 	<ul style="list-style-type: none"> • Explain how to get access to funds • Explain the cash conversion cycle • Explain funding from internal sources • Explain the calculation of net working capital • List the factors that determine a company's accounts receivable • Explain the sales pattern • Compare cash versus credit sales • Explain credit policies • Explain the process of setting credit terms • Define collection policies • Explain the sources for short-term cash • Describe the process of obtaining financing • Define what working capital is • Describe the process of using accounts receivable as working capital • Describe some sources of short-term cash • Describe how to obtain bank loans through accounts receivable financing 	Report 2	Board, computer, markers
11	11	1	AV	<ul style="list-style-type: none"> • Equipment Financing • Obtaining Early Financing from External Sources • Planning Cash Flow and Planning Profits 	<ul style="list-style-type: none"> • Explain how to obtain loans against inventory and other ways of obtaining financing • Summarize traditional bank lending • Describe financing for equipment 	Read chapter 11 thoroughly Assignment: Reflection Point 1 – 5 Web Exercise	Computer
Basic and Supplemental References Required Reading: Not applicable							
Unidad N° 12: Semana 12							
Specific Outcome: Legal and Tax Issues, Including Intellectual Property							
12	12	2	AP	<ul style="list-style-type: none"> • Why, When, and How to Choose an Attorney • Leaving Your Present Position • Intellectual Property • Trade Secrets • Trademarks • Copyright • International Protection for Intellectual Property • Choice of Legal Form • Taxation • Initial Investment of the Founders 	<ul style="list-style-type: none"> • Explain the process of leaving your present position • Explain the corporate opportunity • Define what sole proprietorship is • Explain the elements of stockholders' and operating agreements • Contrast the stock redemption agreement and the stock cross-purchase agreement • List the legal and tax issues when hiring employees • Compare equity sharing methods • Describe the different types of insurance a business will need • Explain the legal issues in the sale of securities to investor • Explain how to choose an attorney and an accountant • Discuss choice of legal form • Summarize choosing a name • Analyze stockholders' and operations agreements 		Board, computer, markers
					<ul style="list-style-type: none"> • Describe the legal and tax issues in hiring employees • Explain the importance of insurance in 		

12	12	1	AV	<ul style="list-style-type: none"> • Choosing a Name • Legal and Tax Issues in Hiring Employees • Raising Money 	<ul style="list-style-type: none"> a business • Describe the legal issues in raising money <p>Read chapter 12 thoroughly Assignment: Reflection Point 1 – 8 Web Exercise</p>	Computer
----	----	---	----	--	--	----------

Basic and Supplemental References Required Reading: Not applicable

Unidad N° 13: Semana 13

Specific Outcome: Entrepreneurial Growth

13	13	2	AP	<ul style="list-style-type: none"> • Making the Transition from Startup to Growth • A Model of Driving Forces of Growth • The Growth Process • Execution • Managing the Cash Cycle • Opportunity Domain • Organizational Resources and Capabilities • Leadership 	<ul style="list-style-type: none"> • Discuss the basics on what is protectable and how it should be protected • Define what intellectual property is • Define what a utility patent is • List the inventions that utility patents cover • Explain the process of obtaining a utility patent • List the criteria for obtaining a utility patent • Describe the drafting of the patent claims • List the four primary steps for ensuring secrecy • Describe the process of registering and owning a mark • Explain what copyright is and how it works • Discuss trade secrets • Explain trademarks and how it works 	Board, computer, markers
13	13	1	AV	<ul style="list-style-type: none"> • The Industry • Absentee Owner • Vision for the Future 	<ul style="list-style-type: none"> • Discuss international protection for intellectual property • Discuss licensing and technology transfer • Explain IP agreements <p>Read chapter 13 thoroughly Assignment: Reflection Point 1 – 8 Web Exercise</p>	Computer

Basic and Supplemental References Required Reading: Not applicable

Unidad N° 14: Semana 14

Specific Outcome: Social Entrepreneurship

14	14	2	AP	<ul style="list-style-type: none"> • The Rise in Social Entrepreneurship • Popular Definitions of Social Entrepreneurship • A Social Entrepreneurship Typology • Ten Principles of the United Nations Global Compact • Choosing Your Venture Type 	<ul style="list-style-type: none"> • Evaluate the choice to grow a business • Describe the post-startup options • Define what the role of stakeholders is • List and describe the challenges and key imperatives for managing growth • Define what the cash cycle is • Describe how to maintain the entrepreneurial organization • Compare the roles of the entrepreneur versus the manager versus the entrepreneurial leader • Describe the transition from startup to growth • Analyze a model of driving forces of growth • Explain the opportunity domain <p>Final presentation</p>	Board, computer, markers
14	14	1	AV	<ul style="list-style-type: none"> • Choosing Your Venture Type • The Rise of Benefit Corporations • Measuring Impact 	<ul style="list-style-type: none"> • Describe the organizational resources and capabilities • Evaluate leadership • Summarize the process of leading people and developing entrepreneurs <p>Read chapter 14 thoroughly Web Exercise</p>	Computer
14	14	1	AV	Academic reinforcement	Summary of course content until the middle of the second half.	Virtual Campus USIL

Basic and Supplemental References Required Reading: Not applicable

Methodology

The methodology of this course is active - participative as it links and integrates the conceptual part to the practical application through cases, exercises and teamwork. In addition, emphasis is placed on the development of discussion and reporting activities throughout the semester. This greatly contributes to the growth of leadership and integration skills among the participants of this course. The teacher's participation is geared towards facilitating the learning process based on knowledge and experience.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%/Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	100%			
Promedio de Prácticas	40%			
Práctica 1	33,33%		3ra	No
Práctica 2	33,33%		6ta	No
Práctica 3	33,34%		10ma	No
Proyecto final	60%			
Avance 1	25%		7ma	No
Avance 2	25%		11ma	No
Trabajo Final	50%		14ta	No

General Guidelines
<p>Title III: Attendance</p> <p>Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.</p> <p>Article 12: The student will be able to do the follow-up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.</p> <p>Title V: Evaluation process</p> <p>Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it. The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.</p> <p>Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university</p>

Course Specific Rules
The course combines theory with practice. There are 3 tests and the development of the project. No evaluation will be eliminated.

Attendance Policy	
Total Percentage Absences Permitted	30%
The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.	

Basic and Supplemental References Required Reading
<p>Basic References: [1] Bygrave, W. & Zacharakis, A. (2014). <i>Entrepreneurship</i> (3th Edition). Estados Unidos: Wiley.</p> <p>Supplemental References Required Reading: [2] Osterwalder, Alexander (2010). <i>Business model generation : a handbook for visionaries, game changers, and challengers / written by Alexander Osterwalder and Yves Pigneur ; design, Alan Smith ; editor and contributing co-author, Tim Clark ; production, Patrick van der Pijl ; co-created by an amazing crowd of 470 practitioners from 45 countries</i> (2010). Estados Unidos: Wiley.</p>

References Supplementary Reading non-binding
<p>[1] Read, Sarasvathy, Dew, Wiltbank & Ohlsson (2010). <i>Effectual Entrepreneurship</i> (2010). United States of America: Routledge.</p> <p>[2] Schlesinger, K. & Brown (2012). <i>Just Start, Take Action, Embrace Uncertainty, Create the Future</i> (2012). United States of America: Harvard Business Review Press.</p> <p>[3] Sarasvathy (2009). <i>Effectuation: Elements of Entrepreneurial Expertise (New Horizons in Entrepreneurship series)</i> (2009). United States of America: Edward Elgar Publishing Inc..</p>

Approved by:	Validated by:
--------------	---------------

Evaluation Matrix						
Course:			Period:			
ENTREPRENEURSHIP			2019-01			
Career:			Academic Coordinator:			
ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ARQUITECTURA URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTION AMBIENTAL EMPRESARIAL - INGENIERIA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERIA AMBIENTAL - INGENIERIA CIVIL - INGENIERIA EMPRESARIAL - INGENIERIA EN INDUSTRIAS ALIMENTARIAS - INGENIERIA INDUSTRIAL Y COMERCIAL - INGENIERIA INFORMATICA Y DE SISTEMAS - INGENIERIA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - RELACIONES INTERNACIONALES			CASTRO GUZMAN, ENRIQUE ALONSO			
A	B	C	D	E	F	G
Type Evaluation	Expected results of the Course	Component and Detail	Expected results	Technique	Evidence	Instrument
Práctica 1	1.1	Práctica 1	- Identify the ideas and ways in which the projects are carried out	Aplicación de Pruebas	Prueba mixta resuelta	Prueba escrita Mxta
Práctica 2	1.2	Práctica 2	- Identify the different partners that make up the Canvas of the business, use a model company	Aplicación de Pruebas	Prueba mixta resuelta	Prueba escrita Mxta
Práctica 3	1.3	Práctica 3	- Identify the different components of the correspondence map, as well as their interaction with the consumer	Aplicación de Pruebas	Prueba mixta resuelta	Prueba escrita Mxta
Avance 1	2.1, 2.2, 2.3	Avance 1	- Presents in a creative way the tree of problems and objectives of your selected business idea, and presents a scheme of secondary and primary information sources that you will use during your research.		Plan de negocios	Rúbrica Global
Avance 2	2.1, 2.2, 2.3	Avance 2	- Presents in a clear and systematic way the preliminary results of the business model matrix Canvas and the Empathy map		Plan de negocios	Rúbrica Global
Trabajo Final	2.1, 2.2, 2.3	Trabajo final	- Presents in a creative way all your research process and presents Business Opportunity captured through entrepreneurship		Plan de negocios	Rúbrica Global