



Course Information					
Code:	Course:	<b>BUSINESS CAPSTONE</b>			
Coordination Area / Program:	<b>DIRECCION DE DOBLE GRADO SIC</b>			Mode: <b>A distancia</b>	
Credits: <b>03</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>96</b>
	H.Teoría	0	48	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-02</b>	Start date and end of period: <b>del 19/08/2024 al 08/12/2024</b>				
Career:					

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
GARCIA CRUZ, FRANK CRISTOPHER	FGARCIACR@USIL.EDU.PE		

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

Course Overview
It is a theoretical-practical course, whose purpose is the formulation and evaluation of an investment project, at the level of a profile studies the initial basis to make the decision to make a new investment. The content to be developed are the concepts and applications on the stages of an investment project: Market, technical, legal, organizational, environmental, investment, cost and income, and financial aspects; culminating with the corresponding evaluation and a sensitivity analysis. This course fulfills an integrating role of the theoretical and practical knowledge acquired throughout the professional career in the axis of entrepreneurial entrepreneurship. The creditable product of the course will be the presentation of the final report made by the respective work teams.

Resultados (Doble Grado)
<ul style="list-style-type: none"> <li>- Design strategic, tactical, short and medium-term tactical plans for the sectors of commerce, industry or services, including foreign trade, taking into account the environment and contributing to the country's sustainable development.</li> <li>- It uses the accounting, financial, administrative and technological tools to evaluate the feasibility of projects in the commerce, industry or services sectors, including foreign trade, that best adapt to the objectives of the organization and the economic, social and environmental environment.</li> <li>- Manages and innovates in the goods and services of the sectors of commerce, industry or services, including foreign trade, with the highest quality standards, which allow it to lead the market.</li> <li>- Lead multidisciplinary teams in multicultural environments and contexts, using effective communication for the generation of value, seeking for the student to strengthen their soft Management, Social and Personal skills to improve their profile and attitudinal conditions towards business, inside and outside the company, contributing to the well-being of the community with ethics and social responsibility. and formulate a pre-investment study at profile level, based on research and analysis of existing information validating the business model, in order to make the decision to implement an investment project.</li> <li>- Formulate a pre-investment study at profile level, based on research and analysis of existing information validating the business model, in order to make the decision to implement an investment project.</li> </ul>

General Course Result	Unit Result
At the end of the course the student will be able to Formulate a pre-investment study at profile level, based on research and analysis of existing information validating the business model, in order to make the decision to implement an investment project.	1. At the end of the unit the student understands the environment and market research in which the project business will be developed innovating in the goods and services of the sectors of commerce, industry or services, including foreign trade,with the highest quality standards.
	2. At the end of the unit the student formulates the strategic planning, the marketing plan and operations plan.
	3. At the end of the unit the student defines company structure and human resources management and analyzes the cost structure.
	4. At the end of the unit the student formulates the financial plan

Development of activities		
<b>Unit Result 1:</b> <i>At the end of the unit the student understands the environment and market research in which the project business will be developed innovating in the goods and services of the sectors of commerce, industry or services, including foreign trade,with the highest quality standards.</i>		
<b>Session 1:</b> <i>At the end of the unit the student understands the environment and market research in which the project business will be developed innovating in the goods and services of the sectors of commerce, industry or services, including foreign trade,with the highest quality standards.</i>		Semana 1 a 4
Learning Activities	Contents	Evidence
Seek business information using primary and secondary sources. Class work by teams using the meeting rooms. Homework tasks to present them in class discussions	General information related to the project, Business model Canvas, business opportunity, value proposition, analysis of the environment, industry analysis, market research tools, overseas market selection, market size, demand estimation, sales forecast, main suppliers identified, main competitors identified.	Written Assessment 1 and oral presentation
<b>Unit Result 2:</b> <i>At the end of the unit the student formulates the strategic planning, the marketing plan and operations plan.</i>		
<b>Session 2:</b> <i>At the end of the unit the student formulates the strategic planning, the marketing plan and operations plan.</i>		Semana 4 a 8
Learning Activities	Contents	Evidence
Seek business information using primary and secondary sources. Class work by teams using the meeting rooms. Homework tasks to present them in class discussions.	SWOT matrix, company mission and vision, strategic objectives, generic strategy, growth strategy, competitive advantage, social responsibility, company values, target market, marketing objectives, four competitive positions, marketing mix, marketing budget, marketing schedule, operations objective and operations strategy, plant location, size of the project, process description.	Written Assessment 2 and oral presentation.
<b>Unit Result 3:</b> <i>At the end of the unit the student defines company structure and human resources management and analyzes the cost structure.</i>		
<b>Session 3:</b> <i>At the end of the unit the student defines company structure and human resources management and analyzes the cost structure.</i>		Semana 8 a 12
Learning Activities	Contents	Evidence

Seek business information using primary and secondary sources. Class work by teams using the meeting rooms. Homework tasks to present them in class discussions.	Organizational structure, company flowchart, human resources objectives, monthly and annual payroll, fixed costs, variable costs and total cost, production cost, unitary costs, raw material cost, sales cost, breakeven point, preoperative budget, working capital	Written Assessment 3 and oral presentation.
<b>Unit Result 4:</b> <i>At the end of the unit the student formulates the financial plan</i>		
<b>Session 4:</b> <i>At the end of the unit the student formulates the financial plan</i>		Semana 13 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Seek business information using primary and secondary sources. Class work by teams using the meeting rooms. Homework tasks to present them in class discussions.	Finance objectives, financial data, financial assumptions, financial policies, capital structure, economic cash flow, financial cash flow, financial indicators (COK, WACC, IRR, NPV), Statement of Financial Position, Profit and Loss Statement, Analysis of dimensional sensitivity.	Creditable product and oral presentation

<b>Methodology</b>
<p>The course will be developed based on the following methodologies: Aprendizaje basado en proyectos , The course will be developed based on the following methodologies: Project-based learning. Project-based learning is a task-focused teaching and learning modality; it is a shared process of negotiation between participants, with the aim of achieving a product at the end of the course.</p> <p>Cooperative learning. Cooperative learning is the didactic use of small groups, usually heterogeneous, in which students work together to achieve common goals, maximizing their own learning and that of other members.</p> <p>These types of learning can be applied in the modalities: In-person, Blended, and Distance learning, as appropriate.</p>

<b>Assessment System</b>				
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.
<b>Evaluación Permanente</b>	<b>60%</b>			
<b>Promedio de Avances</b>	<b>100%</b>			
Avance 1	20%		Semana 4	No
Avance 2	30%		Semana 8	No
Avance 3	50%		Semana 12	No
<b>Examen Final</b>	<b>40%</b>		Semana 16	No

<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

#### Basic Required Reading

- [1] Universidad San Ignacio de Loyola (Lima) (2007). *Manual de emprendedores : emprendedores formando emprendedores 2007*. USIL. USIL,.
- [2] Osterwalder, Alexander (2017). *Diseñando la propuesta de valor : cómo crear los productos y servicios que tus clientes están esperando /*. (4a ed.). Deusto,.
- [3] Osterwalder, Alexander (2016). *Generación de modelos de negocio : un manual para visionarios, revolucionarios y retadores /*. (16a ed.). Deusto,.
- [4] Kotler, Philip (2017). *Fundamentos de marketing /*. (13a ed.). Pearson Educación,.
- [5] Horngren, Charles T. (2007). *Contabilidad de costos : un enfoque gerencial /*. (12a ed.). Pearson Educación.

#### References Supplementary

- [1] Kotler, Philip (2005). *Corporate social responsibility : doing the most good for your company and your cause/ Philip Kotler*. Wiley,.
- [2] Kotler, Philip (2012). *Marketing /*. (14a ed.). Pearson Educación,.
- [3] Van Horne, James C. (2010). *Fundamentos de administración financiera*. (13a ed.). Pearson Educación.
- [4] Osterwalder, Alexander, (2020). *The Invincible Company : How to Constantly Reinvent Your Organization with Inspiration from the World's Best Business Models*. John Wiley & Sons.
- [5] Blank, Steven G. (2013). *El manual del emprendedor : la guía paso a paso para crear una gran empresa /*. Gestión 2000,.

Prepared by:	Approved by:	Validated by:
RUBIO URRELO, DECIO /	RUBIO URRELO, DECIO	Office of Curriculum Development
Date: 23/06/2024	Date: 25/06/2024	Date: 26/06/2024