



Componente Curricular: exclusivo de curso ( )		Eixo Comum ( )	Eixo Universal (X )
Curso:		Núcleo Temático:	
Nome do Componente Curricular: Entrepreneurial Projects			Código do Componente Curricular:
Carga horária: 2 hour-class	( x ) Sala de aula ( ) Laboratório ( ) EaD	Etapa:	
Summary: The component provides opportunities for the development of an entrepreneurial project starting in the dimension of designing, validating, and evolving a business model, and ends with the steps of boosting and scaling the testing skills of an enterprise. It will allow students to experience the construction of an innovative project based on applying tools to the messy search for value propositions that customers want, and then keep them aligned with what customers want in an evolving, nonlinear, and progressive reducing risk process.			
Conceptual goals  Think critically about problems and dilemmas of the political, cultural, economic, and social environment and possible intervention projects through entrepreneurship.  Develop skills for identifying opportunities, proposing, and testing solutions through the entrepreneurial action.	Procedural goals and skills  Generate, select, and test ideas to solve a problem or an opportunity.  Develop communication, organization, and teamwork skills.  Integrate the repertoire of knowledge for the development of the entrepreneurial project.  Develop solutions for creating a new entrepreneurial action, project or process based on an innovative idea.	Attitudinal goals and values  Value free initiative and entrepreneurial thinking.  Act with ethics and respect towards diverging views in teamwork.  Reflect critically on the values underlying the project and its pertinence in an ethically and socio-environmentally sustainable society.	
Program content:  1. Identification of the opportunity and business model (social and/or business) by			



- 1.1 Researching the chosen sector
- 1.2 Identifying opportunity
  - 1.2.1 Innovation or differentiation in relation to competitors
  - 1.2.2 Niche or target segment
- 1.3 Building your project's Business Model Canvas
  
2. Validation of the Business Model (social and/or business)
  - 2.1. Assumptions of the business model
  - 2.2. Validation techniques - Persona and MVP
  
3. Business Plan (social and/or business) – part 1
  - 3.1 Purpose and stages of developing a Business Plan
  - 3.2 Market Analysis and Positioning
  - 3.3 Marketing Plan (emphasis on Digital Marketing)
  - 3.3. Operations Plan: Team, Facilities, Critical Partners
  
4. Business Plan (social and/or business) – part 2
  - 4.1. Financial Plan: Project Potential and Risk Analysis

#### Methodology:

Teams of students will work on a real project to solve a problem or implement an opportunity or to create a new business.

The contextualization of the themes will be done by the teacher so that the theoretical concepts serve as basis to carry out the projects.

As the classes may be made up of students from different courses, the teacher should favor the formation of multidisciplinary teams.

The methodology for executing the projects should include the following tools: visual thinking (design thinking), mental maps for entrepreneurs, business modeling (business model Canvas), action plan for entrepreneurs and a simplified business plan.

#### Evaluation criteria

As it is a design discipline, the evaluation follows what the regulations establish, that is, two mid-term evaluations and a final evaluation, through reports and/or oral presentations to be delivered in the project development stages.



#### Basic bibliography

Bland, D. J., & Osterwalder, A. (2019). *Testing business ideas: A field guide for rapid experimentation*. John Wiley & Sons.

Lokitz, J., van der Pijl, P., & Solomon, L. K. (2016). *Design a better business: New tools, skills, and mindset for strategy and innovation*. John Wiley & Sons.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers* (Vol. 1). John Wiley & Sons.

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). *Value proposition design: How to create products and services customers want*. John Wiley & Sons.

Ries, E. (2011). *The lean startup*. New York: Crown Business, 27, 2016-2020.

#### Complementary bibliography

Johnson, S. (2016). *Who Moved My Cheese?*. Braille Superstore.

Joseph, A. (1942). *Schumpeter, Capitalism, socialism, and democracy*. New York.

Coordenador do Curso:

Nome:

Assinatura

Diretor da Unidade:

Nome:

Assinatura