

Curricular Component: Exclusive to the course () Common Axis () Universal Axis (X)		
Course:	Thematic Nucleus:	
Name of the Curricular Component: Entrepreneurial Projects		Code of the Curricular Component:
Workload: 2 hour-class	(x) Classroom () Laboratory () Distance Learning	Stage: 5th stage
<p>Summary:</p> <p>The component provides opportunities for the development of an entrepreneurial project, starting with designing, validating, and evolving a business model and ending with boosting and scaling an enterprise's testing skills.</p> <p>It will allow students to experience the construction of an innovative project based on applying tools to the messy search for customer value propositions and keeping them aligned with those needs in an evolving, nonlinear, and progressive risk reduction process.</p>		
<p>Conceptual goals</p> <p>Think critically about problems and dilemmas of the political, cultural, economic, and social environment and possible intervention projects through entrepreneurship.</p> <p>Develop skills for identifying opportunities and proposing and testing solutions through entrepreneurial action.</p>	<p>Procedural goals and skills</p> <p>Generate, select, and test ideas to solve problems or opportunities.</p> <p>Develop communication, organization, and teamwork skills.</p> <p>Integrate the repertoire of knowledge for the development of the entrepreneurial project.</p> <p>Develop solutions for creating a new entrepreneurial action, project, or process based on an innovative idea.</p>	<p>Attitudinal goals and values</p> <p>Value-free initiative and entrepreneurial thinking.</p> <p>Act with ethics and respect towards diverging views in teamwork.</p> <p>Reflect critically on the values underlying the project and its pertinence in an ethically and socio-environmentally sustainable society.</p>

<p>Program content:</p> <ol style="list-style-type: none"> 1. Identification of the opportunity and business model (social and business) by <ol style="list-style-type: none"> 1.1 Researching the chosen sector 1.2 Identifying opportunity <ol style="list-style-type: none"> 1.2.1 Innovation or differentiation between 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 business) <ol style="list-style-type: none"> 2.1. Assumptions of the business model 2.2. Validation techniques - Persona and MVP 3. Business Plan (social and business) – part 1 <ol style="list-style-type: none"> 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 business) – part 2 <ol style="list-style-type: none"> 4.1. Financial Plan: Project Potential and Risk Analysis 		
<p>Methodology:</p> <p>Teams of students will work on an actual project to solve a problem, implement an opportunity, or create a new business.</p> <p>The teacher will contextualize the themes so that the theoretical concepts serve as the basis for executing the projects.</p>		

As the classes may include 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), an action plan for entrepreneurs, and a simplified business plan.

Evaluation criteria

As a design discipline, the evaluation follows the regulations, which establish two mid-term assessments and a final evaluation through reports and 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.