



University of Engineering and Technology
School of Computer Science
Syllabus of Course
Academic Period 2018-II

1. **Code and Name:** GH0019. Entrepreneurs in Action
2. **Credits:** 3
3. **Hours of theory and Lab:** 3 HT;
4. **Professor(s)**

Meetings after coordination with the professor

5. Bibliography

6. Information about the course

- (a) **Brief description about the course** The purpose of this course is for students to acquire the specific tools and knowledge to perform a market analysis that will be reflected in: (i) a business plan; And (ii) the development of leadership skills, teamwork and effective communication. This will be achieved by working together with an entrepreneur, bringing the student to the daily problems that arise in the enterprises. This course is mostly practical, where what is learned in the classroom will be used to analyze the market together with the entrepreneur, following the structure of a business plan. Thus, the student will apply this knowledge and acquired during his career, always guided by the teacher and helpers. On the one hand, the student will be connected with a real case of entrepreneurship, so that he / she learns by means of the technique "learning by doing". On the other hand, an attempt will be made to reduce the failure rate of entrepreneurs (according to Small Business Administration [<http://www.sba.gov>]), 95 percent of entrepreneurs fail before the fifth year, mainly due to lack of differentiation With competition and lack of an effective marketing strategy). The entrepreneurs who will be advised in the Applied Entrepreneurship course belong to Fundación Independizate (www.fundacionindependizate.cl), and they are people with a technical or professional level who know a lot about their product but who have failures in market analysis and strategies Sales and marketing.

(b) **Prerequisites:** None

(c) **Type of Course:** Elective

(d) **Modality:** Face to face

7. Specific goals of the Course

- Analyze the edges that make up a business plan, such as segmentation, marketing strategies and cash flows.
- Analyze the market and the opportunities that exist to open a new business, where the emphasis will be on identifying these opportunities and the value proposition.
- Understand the current operation of the business, its weaknesses and strengths, and then make a proposal with value for the entrepreneur.
- Understand how to get a project forward, freeing it from the "death valley", where entrepreneurs often stay stuck.
- Apply knowledge already acquired by the student throughout his career through practical work with entrepreneurs, which represents the main axis of this course.
- Develop leadership in research and development of small business evaluation methodologies.

8. Contribution to Outcomes

- n) Apply knowledge of the humanities in their professional work. (**Usage**)

ñ) Understand that the formation of a good professional is not disconnected or opposed but rather contributes to genuine personal growth. This requires the assimilation of solid values, broad spiritual horizons and a deep vision of the cultural environment. (**Usage**)

9. Competences (IEEE)

C24. Understanding the need for lifelong learning and improving skills and abilities.⇒ **Outcome n,ñ**

10. List of topics

1. Business Models
2. Segmenting the Market
3. Studying the Competition
4. Marketing strategies
5. Sales Strategies
6. Implementation / Operations
7. Financial projections

11. Methodology and Evaluation

Methodology:

Theory Sessions:

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

Lab Sessions:

In order to verify their competences, several activities including active learning and roleplay will be developed during lab sessions.

Oral Presentations:

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

Reading:

Throughout the course different readings are provided, which are evaluated. The average of the notes in the readings is considered as the mark of a qualified practice. The use of the UTEC Online virtual campus allows each student to access the course information, and interact outside the classroom with the teacher and with the other students.

Evaluation System:

12. Content

Unit 1: Business Models (12)	
Competences Expected: 4	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • Make the student understand what the different ways a business can generate income. Many times entrepreneurs are sure that it is only through a single path, without realizing that they have multiple opportunities. 	<ul style="list-style-type: none"> • .
Readings : [Kotler08]	

Unit 2: Segmenting the Market (24)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • It seeks to deliver tools to the students in order to lead the entrepreneurs to achieve a good market segmentation. Practical tools will be delivered to carry out a market study, and different forms of segmentation will be analyzed. 	<ul style="list-style-type: none"> • .
Readings : [Kotler08]	

Unit 3: Studying the Competition (24)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • That the student can transmit to the entrepreneur the benefits of knowing the competition in depth, and the importance of achieving differentiation. 	<ul style="list-style-type: none"> • .
Readings : [Kotler08]	

Unit 4: Marketing strategies (30)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • That the student dominates the efficient marketing tactics for entrepreneurs with low budget. 	<ul style="list-style-type: none"> • .
Readings : [Wiley07]	

Unit 5: Sales Strategies (30)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • That the student master of the tools to carry out a sale, deepening in the introduction of products in the points of sale, as well as in the sale of services to third parties. 	<ul style="list-style-type: none"> • .
Readings : [Wiley07]	

Unit 6: Implementation / Operations (30)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> • That the student masters the subjects related to the organization, planning and control management in small companies. 	<ul style="list-style-type: none"> • .
Readings : [Kotler08]	

Unit 7: Financial projections (30)	
Competences Expected: 3	
Learning Outcomes	Topics
<ul style="list-style-type: none"> . 	<ul style="list-style-type: none"> That the student can make financial projections, deepening the cash flow.
Readings : [Wiley07]	