



A) Subject: Entrepreneurship

B) General Course Information

Type of curricular proposal:	New Creation		Restructuring		Adjust	X
Type	Required	X	Optional		Complementary	Other
Subject shared with another PE or academic entity	<p>() No (X) Yes Which PE is it shared with? <u>It is shared with the PE of the Faculty of Engineering: Civil Engineering; Geoinformatics Engineering; Topography and Construction Engineering; Computer Engineering; Computer engineering; Intelligent Systems Engineering; Metallurgical and Materials Engineering; Electrical and Automation Engineering; Mechanical Engineering; Administrative Mechanical Engineering; Electric mechanic engineering; Mechatronics Engineering; Environmental engineering; Engineering in Geology and Agroindustrial Engineering.</u> - Semester: <u>Each educational program defines the semester in which it is taught.</u> Academic Entity: <u>Faculty of engineering UASLP</u></p>					
Prerequisite	None					
Author: (Optional)	ME René Ramón Rousset Alaníz MPEI Jesús de José López Silva					
Inspected by: (Optional)						
Analytical Program						
Semester	Class Hours per Week	Lab hours per week	Complementary practices	Credits		
Established by each career	0	2	0	2		

C) General Objective of the Course

General Objective	At the end of the course, the student will be capable of:	
	Identify entrepreneurial opportunities through the proposed tools with a sense of social responsibility and with a humanistic business philosophy approach that allows you to start the path to financial freedom and develop a business model.	
Professional competence(s)	This course contributes to the development of the specific students skills in the following educational programs:	
	Agroindustrial engineering	<ul style="list-style-type: none"> Generate innovative options for the use of agricultural and forestry resources.



specific to the one(s) that contributes to developing the subject		It is necessary to consider that innovation will always be a factor of competitive advantage for the market and determinant in change
	Environmental engineering	<ul style="list-style-type: none">• Academic training to enter postgraduate studies.
	Civil Engineering	<ul style="list-style-type: none">• Manages Civil Engineering projects, from its formulation to its conclusion, optimizing the management of resources, taking into account the care of the environment and the current regulations
	Intelligent Systems Engineering	<ul style="list-style-type: none">• Identify, formulate and solve computing problems to meet needs with real requirements in any field through the analysis, design, programming and validation of software and using or creating modern engineering skills and tools with a correct use of the principles of basic sciences and applied.
	Geoinformatics Engineering	<ul style="list-style-type: none">• Design of spatially referenced information systems
	Computer Engineering	Knowledge of contemporary situations, opportunities and problems.
	Electrical Mechanical Engineering	<ul style="list-style-type: none">• Ability to communicate effectively with different audiences.• Ability to work effectively in teams whose members create a collaborative and inclusive environment, set goals, plan tasks and meet goals.
	Topography and Construction Engineering	<ul style="list-style-type: none">• Geographic information systems application, management of legal information of the territory



		management of the legal situation of real estate.
Transversal professional competences to which it contributes to subject development	<ul style="list-style-type: none"> • Cognitive and entrepreneurial dimension • Ability to develop complex thinking skills, critical analysis, problematization, contextualization, research, discernment and decision. 	
Performances of the transversal professional competence to which it contributes to develop the subject	<ul style="list-style-type: none"> • Development of projects that allow learning. • Adapt to the requirements of the context, with creativity, discernment, innovation, leadership and decision. • Cognitive development involves a series of complex thinking skills such as the handling and processing of information, analytical and critical thinking, contextualization and problematization, the production of new knowledge through research and the development of projects. 	

D) Topics (Contents and Methodology)

Specific Objective	Unit	Specific Objectives
	1. Identifying limiting beliefs	Know and identify what a paradigm is and what are limiting and freedom beliefs.
Unit 1. Identifying limiting beliefs		6h
1.1 Paradigms: things are as we see them 1.2 The limits that allow freedom 1.3 Identifying my beliefs 1.4 What stops you?		
Readings and other resources	<ul style="list-style-type: none"> • Ribeiro, Lair La prosperidad. 1992. Ediciones Urano, S.A. 1993. Barcelona, España. 1994. • Robins, Anthony. Unlimited Power: The New Science of Personal Achievement. 1997. Editorial Free Press. • Kelsey Robert. What's Stopping You?: Why Smart People Don't Always Reach Their Potential and How You Can. 2012 editorial Capstone; • Robbins, Anthony. Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical & Financial Destiny! Editorial Simon & Schuster 1992. 	
Teaching Methodologies	Brainstorming, assignment of readings and analysis of bibliography and theoretical concepts.	



Learning Activities	Essays, group and individual work. Self-assessment and identification of beliefs. Make a list of the beliefs that limit us
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Specific Objective	Unit	Specific Objectives
	2. The balance of success. Life and career plan	See the importance of having a vision of the future of personal life, and develop a life and career plan, visualizing entrepreneurship and financial success

Unit 2. The balance of success. Life and career plan	6 h
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<p>Topics</p> <p>2.1 Autobiography: personal misión</p> <p>2.2 Identify roles</p> <p>2.3 Personal SWOT Analysis</p> <p>2.4 Life plan</p>
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Readings and other resources	<ol style="list-style-type: none"> 1. Tovar Elizondo Ofelia Margarita. Plan de vida y Carrera. Estrategias para la elaboración del PV. Editorial Trillas 2012 2. Goleman, Daniel. Emotional Intelligence. Bantam Dell 2006. 3. Vargas Trepaud Ricardo Isaías Proyecto de vida y planteamiento. estratégico personal Libro Digital 2005 LimaPerú 4. Covey Stephen R. The 7 Habits of Highly Effective People. Simon & Schuster 2004. 5. Covey, Stephen R. / Merrill, Roger / Merrill, Rebecca R. First Things First. 2003 editorial Pocket Books.
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Teaching Methodologies	<ul style="list-style-type: none"> • Oral presentation • Argumentative method • Discussion guide • Guide in group discussions
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Learning Activities	<ul style="list-style-type: none"> • The student will elaborate their life and career plan for a visualization of 5 to 10 years, which includes making their autobiography, personal mission, personal vision, identification of roles, table of objectives by role, personal impulse motto phrase, personal SWOT analysis, identify the center of your life, what they like most about their body and what they like least, who are the people who have most influenced their life positively.
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Specific Objective	Unit	Specific Objectives
	3. The balance of success: Time management	Identify different time management techniques, which will allow to generate an effective planning of the activities that will help them to take advantage of time and generate entrepreneurship.
Unit 3. The balance of success: Time management		6 h
3.1 Urgent and important matrix 3.2 Balance in life: first things first 3.3 Different time management techniques 3.4 Time Management Matrix, 'Pomodoro' technique 3.5 5 a.m morning club, technique 20:23 3.6 Control instruments.		
Readings and other resources	<ul style="list-style-type: none"> • Munch Lourdes Administración del Tiempo 360 grados. 2010. Editorial Trillas • Covey Stephen R. The 7 Habits of Highly Effective People. Simon & Schuster 2004. • Ferriss Timothy. The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich. 2009. Editorial Harmony 	
Teaching Methodologies	<ul style="list-style-type: none"> • Oral presentation • Argumentative method • Discussion guide • Practical method • Project 	
Learning Activities	<ul style="list-style-type: none"> • Personal and group activities • Collaborative work • Participation in group discussions • Students will submit an activity register from a week of work and activity planning using the techniques reviewed in class 	

Specific Objective	Unit	Specific Objectives
	4. The Balance of Success: Financial Management	Students will be able to identify the elements to manage their personal finances and will understand the concepts of financial freedom, in such a way that they aspire to achieve it in relation to their life and career plan.
Unit 4. The Balance of Success: Financial Management		6 h
Topics		



	<p>4.1. Know concepts of financial freedom from different authors.</p> <p>4.2. Analyze how they spend their income</p> <p>4.3. Prepare a budget, characteristics, adjustments, control and review</p> <p>4.4. Saver or investor</p> <p>4.5. Generate capital to start business projects.</p>
Readings and other resources	<ul style="list-style-type: none"> • Aguilar, Joshua. Diario Emprendedor. Editorial Aguilar. 2012. • Hernández Reche Vicente Finanzas personales para Dummies Grupo Planeta • Gutiérrez Banegas Miguel Ángel ¿Qué haces con tu dinero? Mejora tus finanzas personales. 2019 instituto mexicano de contadores públicos.
Teaching Methodologies	<ul style="list-style-type: none"> • Oral presentation • Argumentative method • Discussion guide • Practical method • Project
Learning Activities	<ul style="list-style-type: none"> • They will be given a format to get their lifestyle number, delivering a budget of the distribution of the monthly expense. • Teamwork • Group discussions • Activities

Specific Objective	Unit	Specific Objectives
	5. Models for business development	Identificar los elementos de diferentes modelos para iniciar un negocio y seleccionar los que más se ajuste al proyecto de cada estudiante.
Unidad 5. Models for business development		8 h
Topics		
<p>5.1 Concept and use the Canvas Model.</p> <p>5.2 Fill the canvas template</p> <p>5.3 The Wadhvani path (Orientation, discover, practice, startup, growth and expansion)</p> <p>5.4 Online Entrepreneurship Academy (SIFIDE)</p>		



Readings and other resources	<ul style="list-style-type: none"> • Como se elabora un modelo Canvas https://www.emprendedores.es/gestion/mode/o-3/ • Marbaise Magali. Business Model Canvas. Editorial 50minutos.es • Academia de emprendimiento Sistema para el Financiamiento para el Desarrollo http://academiasifide.gob.mx/
Teaching Methodologies	<ul style="list-style-type: none"> • Oral presentation • Practical method • Project-based learning method
Learning Activities	<ul style="list-style-type: none"> • They will be given a Canvas sheet format • Teamwork • Group discussions • Activities

E) Teaching and Learning Methodologies

- Expository method
- Argumentative method
- Group discussion guide
- Collaborative learning
- Group analysis and discussion
- Project learning

F) EVALUATION CRITERIA

Evaluation/ Presentation	Periodicity	Schedule	Evaluation Percentage
First Partial: 15% Participation 35% Activities 50% Leadership Actions Project	At the end of the 5 units	Unit 1,2,3, 4 and 5	100 %
Ordinary Exam	<ul style="list-style-type: none"> • Participation 10 % • Partial evaluation 10% • Activities 30 % • Leadership Actions Project 50% 		



		Total 100%
Other Activities		
• Extraordinary Exam		• None
• Title Exam		• None
• Regularization Exam		• None

* **This forming space, due to the nature of its practical content, cannot be approved with extraordinary evaluations, title or regularization, so if the ordinary is not accredited, it will have to be repeated.**

G) Bibliography and Electronic Resources

- Aguado Javier Fernández 1010 consejos para emprendedores Recomendaciones prácticas y eficaces para la creación de empresas Editorial LID 2012
- Aguilar, Joshua. Diario Emprendedor. Editorial Aguilar. 2012.
- Bridge Rachel How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions. Editorial: Kogan Page 2004
- Byrne Rhonda, Hero. Ediciones Simon & Schuster Ltd; 2013
- Covey Stephen R. The 7 Habits of Highly Effective People. Simon & Schuster 2004.
- Covey, Stephen R. / Merrill, Roger / Merrill, Rebecca R.
- First Things First. 2003 editorial Pocket Books.
- Ferriss Timothy. The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich. 2009. Editorial Harmony
- Gay Hendricks. The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level. Editorial HarperOne 2010.
- Gutiérrez Banegas Miguel Ángel ¿Qué haces con tu dinero? Mejora tus finanzas personales. 2019 Instituto mexicano de contadores públicos.
- Hernández Reche Vicente Finanzas personales para Dummies Grupo Planeta
- Goleman Daniel. Emotional Intelligence. – Bantham Book 2006
- Knapp Jake, Zeratsky John y Kowitz Braden, Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days. Editorial Simon & Schuster 2016
- Kelsey Robert. What's Stopping You?: Why Smart People Don't Always Reach Their Potential and How You Can 2012 editorial Capstone;
- Kiyosaki Robert T. Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!. Editorial Plata Publishing 2017
- Komisar Randy; Lineback Kent. The Monk and the Riddle: The Art of Creating a Life While Making a Living. editorial: HarperCollins 2018
- Macías Sofía Pequeño cerdo capitalista: Finanzas personales para hippies, yuppies y bohemios Editorial Aguilar 2020
- Mackey John. Conscious Capitalism, With a New Preface by the Authors: Liberating the Heroic Spirit of Business. Editorial: Harvard Business Review Press 2014
- Maxwell John C A. Sometimes You Win--Sometimes You Learn: Life's Greatest Lessons Are Gained from Our Losses. Editorial: Center Street 2015



- Ribeiro, Lair La prosperidad. 1992. Ediciones Urano, S.A. 1993. Barcelona, España. 1994.
- Robins, Anthony. Unlimited Power: The New Science of Personal Achievement. Editorial Free Press 1997.
- Robbins, Anthony, Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical & Financial Destiny!. Simon & Schuster 1992
- Rovira Alex; Trias de bes Fernando Las siete llaves: conquista tu libertad vital, Superar las creencias limitantes Editorial Planeta 2020
- Thiel Peter. Zero to One: Notes on Startups, or How to Build the Future. Currency 2014.
- Trias de bes Fernando Little Black Book of Entrepreneurship. Brilliance Audio 2014
- Tovar Elizondo Ofelia Margarita Plan de vida y Carrera. Estrategias para la elaboración del PV. Editorial Trillas 2012
- Vargas Trepaud Ricardo Isaías Proyecto de vida y planteamiento. estratégico personal Libro Digital 2005 Lima Perú

H) Digital Resources

EMPRENDE! Jesús de José López Silva

<https://www.youtube.com/channel/UCEf2Mmo2udoxDvryS2TwBtg>

Como se elabora un modelo Canvas. How to Elaborate Canvas model)

<https://www.emprendedores.es/gestion/modelo-3/>

Evolución organizacional soltando el poder. | Olivier Gesbert | TEDxUCAL. Organizational evolution. Releasing the power.

<https://www.youtube.com/watch?v=srtoeB3n6Zk>

Who are you?

<https://www.youtube.com/watch?v=GWGbOjJDKU>

El Vendedor de Humo. (The Smoke Seller)

<https://www.youtube.com/watch?v=dwWgMgddes4>

Reflexión: " Sin disciplina ni esfuerzo, no hay Crecimiento. "Without discipline or effort, there is no growth".

<https://www.youtube.com/watch?v=UHajPvtS2SI>

Ebook ¿Para cuándo? Una guía para tomar acción inmediata y lograr lo inimaginable. When? A guide to taking immediate action and achieving the unimaginable".

https://www.youtube.com/watch?v=HQ3WthvK89E&feature=emb_logo

85 Negocios rentables que requieren poco dinero. "85 profitable businesses that requires a low cost"

<https://www.emprendiendohistorias.com/negocios-rentables/>



YOKOI KENJI | EMPRENDIMIENTO. “Entrepreneurship”

<https://www.youtube.com/watch?v=YZi5vam33ow>

Tres competencias para emprender | Didac Lee | TEDxBarcelonaWomen. Three challenges to start.

<https://www.youtube.com/watch?v=tZPRRIWNL90>

El Peor Emprendedor del Mundo | Juan Del Cerro | TEDxPitic
Emprendimiento Social. The Worst Entrepreneur in the World.

<https://www.youtube.com/watch?v=11IGiQVM018>

Emprender: todo lo que debes saber para triunfar (Entrepreneurship: everything you need to know to succeed) | José Archibold | TEDxSanJosédeDavid

<https://www.youtube.com/watch?v=qr3gePzYzII>

Cómo superar el miedo a emprender (How to overcome the fear of starting a business) | Sebastián Gutierrez Michelena | TEDxSanJosédeMayo

https://www.youtube.com/watch?v=_ImPfTgZw7c

Emprender es fácil si pasas a la acción (Entrepreneurship is easy if you take action) | Luis Ramos | TEDxTecdeMtyPuebla

<https://www.youtube.com/watch?v=NjFCVb0f2Vk>

Wadhvani Foundation - América Latina

<https://www.youtube.com/channel/UCS0VQhk7eMxYFNTMcrP0V3w>

Academia de emprendimiento

Sistema para el Financiamiento para el Desarrollo

<http://academiasifide.gob.mx/>