



**A) COURSE**

Course Id:	Course
5964	Development of Entrepreneurs

Class Hours per Week	Lab hours per week	Complementary practices	Credits	Total hour course
3	0	3	6	48

**B) GENERAL COURSE INFORMATION:**

	EE (IEA)	ME (IM)	MME (IMA)	EME (IME)	MTE (IMT)
<b>Level:</b>			X		X
<b>Course Type (Required/Elective)</b>			Elective		Elective
<b>Prerequisite Course:</b>			360		315
<b>CACEI Classification:</b>			CI		CI

**C) COURSE OBJECTIVE**

**At the end of the course, the student will be capable of:**

Projects to develop entrepreneur, creative, innovative, with a level of medium and high technology, will be able to analyze their environment through market research, evaluate and select the most beneficial proposals. Submit an idea into a business plan formally.

**D) TOPICS (CONTENTS AND METHODOLOGY)**

<b>UNIT 1. Entrepreneurship</b>		<b>5 Hours</b>
Specific Objective:	<b>That student knows, distinguish which is an entrepreneur and their characteristics and attitudes, aptitudes and skills required.</b>	
	1.1 What is an entrepreneur? 1.2. Characteristics of an entrepreneur and skills.	
<b>Readings and other resources</b>	Books, Articles, additional bibliography and internet.	
<b>Teaching Methodologies</b>	<ul style="list-style-type: none"> <li>• Conventional exposure of each subject by the teacher, using materials such as board.</li> <li>• Dynamics of Teamwork, Collaborative Work, Effective Techniques of Communication.</li> </ul>	
<b>Learning Activities</b>	<ul style="list-style-type: none"> <li>• Reading Entrepreneur Magazine article.</li> <li>• Analyzes videos about entrepreneur success stories.</li> <li>• Dynamic Team.</li> <li>• You will hear lectures on video.</li> </ul>	



<b>UNIT 2. Types of Projects: Traditional, Media Technology and High Technology.</b>		<b>5 Hours</b>
Specific Objective:	<b>The student knows, identify and compare the types of projects that can undertake and visualize the importance of creating innovative entrepreneurship projects of medium and high technology.</b>	
	<b>2.1. Traditional project.</b> <b>2.2. Media technology project.</b> <b>2.3. High-tech project.</b>	
<b>Readings and other resources</b>	Books and Articles.	
<b>Teaching Methodologies</b>	<ul style="list-style-type: none"> <li>• Conventional exposure of each subject by the teacher, using materials such as board.</li> <li>• Dynamics of Teamwork, Collaborative Work, Effective Techniques of Communication.</li> </ul>	
<b>Learning Activities</b>	<ul style="list-style-type: none"> <li>• Reading Entrepreneur Magazine article.</li> <li>• Analyzes videos about entrepreneur success stories</li> <li>• Dynamic Team.</li> <li>• You will hear lectures on video.</li> <li>• Discussion forums about projects.</li> </ul>	

<b>UNIT 3. Technology Based Company.</b>		<b>6 Hours</b>
Specific Objective:	<b>The student defines and project poses a medium or high technology, recognize the opportunities and benefits to society that shrinks the undertaking these businesses.</b>	
	<b>3.1. Technology company?</b> <b>3.2. Looking for opportunities.</b> <b>3.3. Creation of companies with technological base.</b>	
<b>Readings and other resources</b>	Books, Articles, additional bibliography and internet.	
<b>Teaching Methodologies</b>	<ul style="list-style-type: none"> <li>• Conventional exposure of each subject by the teacher, using materials such as board.</li> <li>• Dynamics of teamwork, collaborative work, effective techniques of communication.</li> </ul>	
<b>Learning Activities</b>	<ul style="list-style-type: none"> <li>• Reading Entrepreneur Magazine article.</li> <li>• Analyzes videos about entrepreneur success stories</li> <li>• Dynamic Team.</li> <li>• You will hear lectures on video.</li> <li>• Discussion forums about projects.</li> <li>• Internet page: <a href="http://www.merca20.com">http://www.merca20.com</a></li> </ul>	

<b>UNIT 4. Business Plan and Requirements to start a business.</b>		<b>32 Hours</b>
Specific Objective:	<b>The student is able to develop the Business Plan by executing each of its parts also meet the requirements for the creation of company.</b>	
	<b>4.1 Structure.</b> <b>4.2 Executive Summary.</b> <b>4.3 Marketing Plan.</b> <b>4.4 Commercial Plan.</b> <b>4.5 Operations Plan.</b> <b>4.6 Processing a company.</b>	
<b>Readings and other resources</b>	Books, Articles, additional bibliography and internet.	
<b>Teaching Methodologies</b>	<ul style="list-style-type: none"> <li>• Conventional exposure of each subject by the teacher, using materials such as board.</li> <li>• Dynamics of Teamwork, Collaborative Work, Effective Techniques of Communication.</li> </ul>	



<b>Learning Activities</b>	<ul style="list-style-type: none"> <li>• Review links:  <a href="http://www.soyentrepreneur.com">http://www.soyentrepreneur.com</a>  <a href="http://www.entrepreneur.com">http://www.entrepreneur.com</a></li> <li>• Reading Entrepreneur Magazine.</li> <li>• Reading about Franchise.</li> </ul>
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**E) TEACHING AND LEARNING METHODOLOGIES**

- Conventional exposure of each subject by the teacher, using materials such as blackboard, reading scientific articles and diffusion.
- Using interactive platform with moodle.
- Dynamics of Teamwork.
- Collaborative Working outside classroom.
- Review magazines, websites.
- Success stories Videos.
- Conferences.

**F) EVALUATION CRITERIA:**

The student should be at least 2 activities where they can promote and measure the skills of students following are required:

- (A) Ability to apply knowledge in math, science and engineering.
- (C) Ability to design a system, component, or process to meet desired needs considering aspects such as: economic, environmental, social, and so on.
- (D) Ability to adapt to the work of multidisciplinary teams.
- (F) Ethics and professional responsibility.
- (G) Ability to communicate effectively.
- (H) A broad education necessary to understand the impact of engineering solutions in a global context  
(Economic, environmental and social).
- (I) Recognition of the need and ability to engage in lifelong learning.
- (J) Knowledge of contemporary issues.
- (K) Ability to use techniques, skills and modern engineering tools necessary for the practice of engineering.
- (I) Willingness to assume leadership roles and responsibilities.

Evaluation:	Schedule	Suggested Form of Evaluation and weighing	Topics
1st. Partial evaluation	Session 16	Review 40%, activities 60%.	Unit 1, 2 and 3
2nd. Partial evaluation	Session 32	Business Plan First Part 100%	Unit 4
3rd. Partial Evaluation	Session 48	Business Plan Second Part 100%	Unit 4 (continuation)
Final evaluation Ordinary		100% (Average Partial Ratings)	
Other activity:			
Extraordinary review	Week 17 of the semester.	100% Review	100% Course topics



Review title	According to schedule of the school secretary.	100% Review	100% Course topics
Regularization exam	According to schedule of the school secretary.	100% Review	100% Course topics

#### G) BIBLIOGRAPHY AND ELECTRONIC RESOURCES

##### Main Books

1. Rafael Alcaraz Rodriguez, THE ENTREPRENEURIAL SUCCESS, McGraw - Hill, ISBN: 9786071512789, March 2015.
2. Alejandro Medellin Palencia / Juan Carlos Robles Ibarra / Dena Maria Jesus Camarena Gómez / Rafael Ruben Bourbon Siqueiros. CASE STUDIES OF REGIONAL DEVELOPMENT AND APPLICATIONS ENTREPRENEURS (eBook), Pearson Education, 2014.

##### Complementary Books

1. Rodrigo Varela, Business Education, Pearson Education, 2011.
2. Cesar Amaru Antonio M., Administration for entrepreneurs, Pearson Education, 2008.
3. Olle, Monserrat, Planellas, Marcel Molina, Jordi. The Business Plan: Planning the Creation of a company. Alfaomega, 1998.

##### Internet Links

- <http://www.merca20.com>  
<http://www.soyentrepreneur.com>  
<http://www.entrepreneur.com>