



ENTREPRENEUR

INTRODUCTION TO THE UNIT 3

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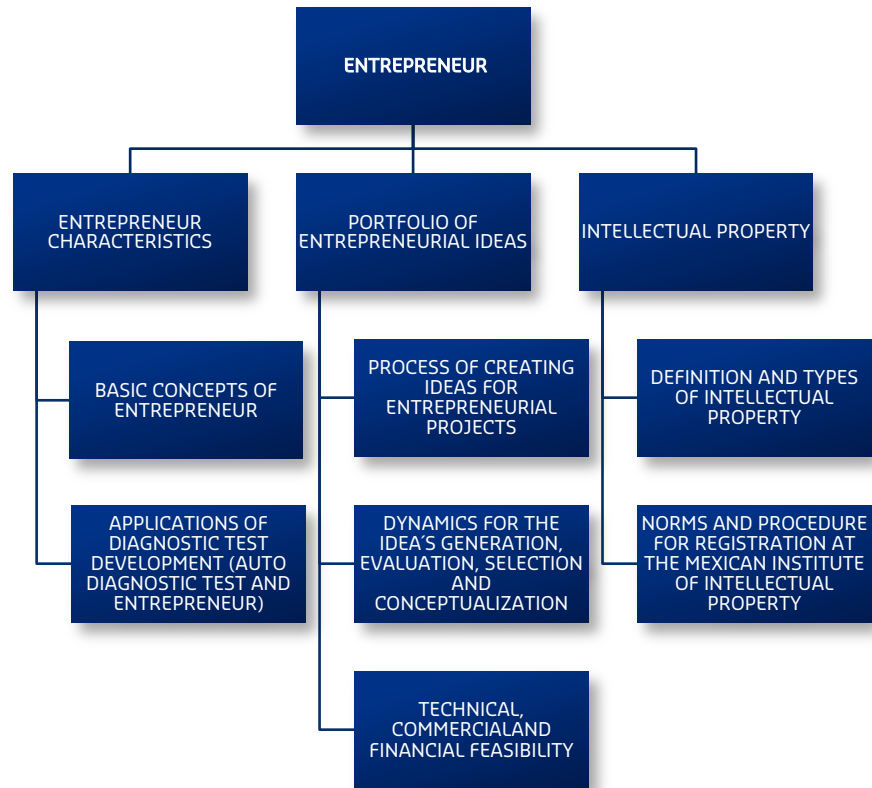
Entrepreneurship is a process through which opportunities are found to develop new ideas for creating the necessary products or services to satisfy the necessary needs. There is a process to undertake, it starts with the generation of the idea, and it must be evaluated, and then selected from a group of ideas, choosing it according with the technical, commercial and financial feasibility.

PURPOSE OF THE UNIT

The student will know the concept and characteristics of entrepreneur and the entrepreneurial process, and the importance of project generation and new ideas in economic development. The student will carry out exercises and activities that allow him to learn in a practical way.

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CONTENT MAP



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EVALUATION OF UNIT 3

EVALUATION	POINTS
Activity Entrepreneur Characteristics	3
Activity Self-diagnosis of the entrepreneurial profile	3
Activity Intellectual property	3
Activity Method and analysis techniques of problems	2
Activity Types Of Problems	2
Unit evaluation	7
Total	20

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ACTIVITIES OF UNIT 3

TOPIC	SUBTOPIC	ACTIVITY
Entrepreneur Characteristics	Basic concepts of entrepreneur	Activity Entrepreneur Characteristics
		Activity Entrepreneur Characteristics
Entrepreneur Characteristics	Applications of diagnostic test development (auto diagnostic test and entrepreneur)	Activity Self-diagnosis of the entrepreneurial profile
Portafolio of Entrepreneurial Ideas	Technical, Commercial and Financial Feasibility	Activity Portafolio of Entrepreneurial Ideas
Intellectual property	Definition and types of intellectual property	Activity Intellectual property