

Universidad Autónoma de Coahuila

Innovation and Entrepreneurship Development



Introduction

SUBJECT INTRODUCTION

This is the subject of Innovation and Entrepreneurship Development, which is within your curriculum of Bachelor of Business Administration. This subject offers you, from basic knowledge to give you tools of utmost importance on the process of innovation, to provide the basis for the creation of projects that in turn can become companies. We will offer wide explanations, activities, and exercises that during the course will help you understand each of the topics, which have been carefully selected to help you develop your skills as an entrepreneur.

OBJECTIVE OF THE SUBJECT

The student will know and discover his/her abilities as an innovator, awaken interest for the subject, contribute to its development and make him/her see all its possibilities and the great field of opportunities that exist for innovative people. To create young entrepreneurs with these characteristics that soon can collaborate and create companies that provide something positive to society.

THEMATIC CONTENT

Unit I.

- General Concepts

- o Definition of Culture.
- o Definition of Entrepreneurial Culture.
- o Background of the Entrepreneurial Culture.

- Presentation and Profile of the Entrepreneur

- o Definition of Entrepreneur.
- o Characteristics of the Entrepreneur.
- o Profile of the Entrepreneur.
- o Areas of work of the Entrepreneur.

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Unit II.

- Process of Creativity, Innovation and Technological Development.

- o Creativity, definition and process.
- o Definition of Innovation.
- o Innovation as a competitive tool.
- o Sources of Innovation.
- o Types of Innovation.
- o Definition of Technological Development.
- o Technological Development Cycle.

Unit III.

- Development of a project for the creation of a company. (Business Plan)

- o Definition of the product or service.
 - o Justification of the company.
 - o Description of the company.
 - o Business line, location and size of the company.
 - o Name of the company.
 - o Mission of the company.
 - o Competitive advantages.
 - o Development of the Business Plan.
- ### - Components of a project.
- o Economic Analysis.
 - o Technical Analysis.
 - o Financial Analysis.

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Unit IV.

- Planning and legal protection.

- o Description of all the legal procedures for the opening of the company.
- o Intellectual Property.
- o Trademarks and Patents.
- o Copyrights.

GENERAL EVALUATION

To report your final grade obtained from the sum of each unit's value, you must have compulsorily complied with the completion or submission of the following:

- Complete the activities presented for each unit and the homework uploaded into the platform, in a timely manner.
- Final Project (described ahead).
- Answer the final evaluation of knowledge.
- Minimum grade for approval: 70.

Cause for Extraordinary Evaluation

- If the student does not achieve the minimum grade for approval, they will have the opportunity for an Extraordinary Evaluation that includes:
 - o A project.
 - o A test.

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Repeating the course

- Once the student has presented their extraordinary evaluation and the grade obtained is not the minimum for approval, they will have to repeat it one more time, and it will appear as “Recurado”.

REMEMBER THAT THE MINIMUM GRADE FOR APPROVAL IS 70

EVALUACIÓN	VALUE
UNIT I	17
UNIT II	18
UNIT III	20
UNIT IV	18
FINAL PROJECT	15
FINAL EVALUATION OF KNOWLEDGE	12
TOTAL	100

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FINAL PROJECT

Knowledge that has been seen throughout the subject will be applied in this final project, additional information can be sought if any topic was not widely understood.

A Word document should present the following:

1. **Cover.** General data of the student and name of the project.
2. **Presentation.** It presents a product or service, it can be an innovation either something completely new or a change or transformation to an existing product.
3. **Justification of the company.** Elaborate a justification for the company that will be created from the product that is being presented.
4. **Description of the company.** The company should be briefly described, including each element that was studied within this concept.
5. **Name of the company.** Which name will you give to the company. Remember the prompts for choosing a good name.
6. **Mission of the company.** The company must be given a mission.
7. **Business Plan.** A brief business plan will be presented, including all the necessary information around this topic.
8. **Description of the legal procedures for the opening of the company.** Mention at least five procedures that will be carried out to start the operations of the new company, before which institution you must carry them out and what documents you must submit.
9. **Brand.** What brand name the product will have.
10. **Patent.** Mention whether it needs to be patented or not and why.

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Checklist

Element
<ul style="list-style-type: none">• It presents all the required elements.
<ul style="list-style-type: none">• The sections of cover, presentation of the product, justification of the company, the description and name of the company are presented in full.
<ul style="list-style-type: none">• The company's mission and business plan are done correctly.
<ul style="list-style-type: none">• The description of the procedures that were requested, trademark and patent contain the required information.
Total 15 puntos

Send it through the Virtual Platform.

Remember that the file must be named:

Last Name_First Name_Final_Project

RECOMMENDED REFERENCES

- Alcaraz Rafael. Del emprendedor de éxito. Ed. McGraw-Hill ISBN 970-10-0864-2
- José E. Silva. Crear su propia empresa. Alfa Omega
- Kotler, P., y Armstrong, G. Fundamentos de marketing. : Ed. Prentice Hall
- Sánchez María José. El proceso innovador y tecnológico. Ed. Gesbiblo, S. L. ISBN 978-84-9745-240-3
- Varela Rodrigo. Innovación empresarial, Ed Prentice Hall ISN 958-699-023-0

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WORKFLOW

It is important for you to follow the instructions reading carefully every one of them. If you can't comprehend or is difficult for you to understand any instruction, you can contact you facilitator so they can help you with your doubts. You will use the Virtual Platform to learn and practice English, also, links to other web pages and exercises to do on your own and send them to the Homework section.

In every Unit you will find the following elements:

- Thematic Content: Presentation and analysis of contents and theory.
- Practice for every subject in the Unit.
- Activities in which you will apply the knowledge acquired. These activities will be evaluated and they will add a percentage to your final grade.

Note: Remember that before starting this module you must read the General guidelines and introduction. There you will find the evaluation criteria and all the elements of the module:

- Presentation.
- Welcome.
- Introduction.
- General competence of the module.
- Topics and subtopics.
- General evaluation criteria.
- Percentages for the general evaluation.
- Final project.
- Recommended references.
- Work flow.
- References.