Universidad Nacional Mayor de San Marcos
School of Computer Science
Syllabus of Course
Academic Period 2018-II

1. **Code and Name:** GH0007. Introduction to Business Development (Mandatory)
2. **Credits:** 2
3. **Hours of theory and Lab:** 1 HT; 2 HP; (15 weeks)
4. **Professor(s)**

   Meetings after coordination with the professor
5. **Bibliography**

[AY10]   Osterwalder. A and Pigneur. Y. *Business Model Generation.* ., 2010.

6. **Information about the course**

   (a) **Brief description about the course** This course aims to provide students with a real-life hands-on experience in the first steps within a business life cycle, through which an idea becomes a formal business model. It is the first of a set of three courses designed to accompany students as they transform an idea into a prospective business or business, from idea to review of current business strategy.

   (b) **Prerequisites:** GH0005. Communication Laboratory I. (1st Sem)

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

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

7. **Specific goals of the Course**

   - Ability to analyze information.

   - Interpretation of information and results.

   - Teamwork Ability.

   - Ethics.

   - Oral communication.

   - Written communication.

   - Graphic communication.

   - Understand the need to learn continuously

8. **Contribution to Outcomes**

   d) An ability to function on multidisciplinary teams. (**Usage**)

   e) Understand correctly the professional, ethical, legal, security and social implications of the profession. (**Usage**)

   f) An ability to communicate effectively. (**Usage**)

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

   o) Improve the conditions of society by putting technology at the service of the human being. (**Usage**)

9. **Competences (IEEE)**

C10. Understanding of the impact on individuals, organizations, and society of deploying technological solutions and interventions.⇒ **Outcome d,n,o**

C17. Ability to properly express in oral and written media as expected from a university graduate. ⇒ **Outcome f**

C18. Ability to participate actively and as a member of a team. .⇒ **Outcome e**

10. List of topics

1. Introduction to Business Development.

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: Introduction to Business Development. (12)	
Competences Expected: 4	
Learning Outcomes	**Topics**
• Transform an initial business idea or an innovation process into a feasible business model.	• The business lifecycle: from the idea to reviewing your strategy. • The ideation process and the customer's view. • How to build and maintain effective teams? • Running LEAN: the basics. • Designing a business model: design tools and Canvas. • Business Model generation: the Canvas Business Model (Osterwalder). • Venture Engineering: using computer science skills to build an effective business model. • Primary market research tools and market niches. • The Importance of Capital: Human, Financial and Intellectual. • Monetizing and Financing Techniques. • Effective communication: making an impact business model presentation.
Readings : [AY10]	