



NATIONAL UNIVERSITY OF ENGINEERING
COLLEGE OF INDUSTRIAL AND SYSTEMS ENGINEERING
INDUSTRIAL ENGINEERING PROGRAM

GP122 – ENTREPRENEURIAL CREATIVITY

I. GENERAL INFORMATION

CODE	: GP122 – Entrepreneurial Creativity
SEMESTER	: 7
CREDITS	: 01
HOURS PER WEEK	: 02 (Practice)
PREREQUISITES	: GP123 – Administration and Organization
CONDITION	: Mandatory

II. COURSE DESCRIPTION

The course of business creativity prepares the student in the application of techniques, tools, methodologies of business creativity oriented to develop their entrepreneurial spirit and generate viable business ideas. It includes: Generation and motivation for the emergence of entrepreneurs; culture, approaches, and mechanisms of entrepreneurship formation; creativity methods and tools; and entrepreneurial experiences; socio-techno-economic viability.

III. COURSE OUTCOMES

At the end of the course the students will:

- Increase skills that enhance their entrepreneurial spirit to enable creative and sustainable business ideas that ensure your employability and personal development in a formal context.
- Critically apply business creativity approaches, techniques, and methodological tools that facilitate the exploitation of information for the generation of viable ventures.
- Identify the general value of their ventures and formulate strategies to seek socio-economic viability and overcome the environment of their environment as an alternative that ensures their employability and personal development.
- Support the type of associativity that allows you to develop an idea in a business plan to ensure employability, valuing the advantages of formalizing and establishing a sustainable company, demonstrating teamwork for the development of the Business Idea.
- Communicate effectively orally, in writing and interact with peers.
- Participate and integrate effectively into work teams aiming at the achievement of goals and objectives.
- Understand the distance between a great idea and a great startup of success; so, they need to identify problems, needs or passions not resolved in the market or whose solution is improvable.

IV. LEARNING UNITS

1. GENERATION AND MOTIVATION FOR THE RISING OF ENTREPRENEURS.

Introduction to the course Concepts about creativity, business creativity. Personal strategic planning. / Business leadership and entrepreneur profile: Entrepreneurs and innovation. Business leadership. Networks and business groups. / Associativity and teamwork: Culture of achievement. Importance of business partners and teamwork. Disney technique.

2. CREATIVE AND TECHNICAL CREATIVITY PROCESS

Creative and technical creativity process: Entrepreneurship and Creative process. Stages of a creative process. Generation of business ideas. THIN TANK CREARIE. / Creativity techniques and tools model: Scamper, Morphological Analysis, Da Vinci Technique, IT TOC and others.

3. BUSINESS PLAN

Business model. Startup and a great company. CANVAS model. Characteristics of the traditional model of introduction of a new product. Life cycle of a product and life cycle of a company / Market: Description of the product or service. Consumer market, supplier market, competitor market. / Marketing plan: Market segmentation strategy and characteristics of distribution channels. Digital marketing. Business opportunity. / Technical aspects. Location. Size of a company. Productive process.

4. VIABILITY OF A BUSINESS PLAN

Price determination Income - expenses. Cash flow / Consolidation and Presentation of Group business idea. / Consolidation of a business plan: market, technical aspects, economic - financial aspects and legal aspects for the constitution of a business./ Business round - Business viability: Round of business. Technology fairs Business experience / Registration of intellectual property, Brands. Topics: Legal aspects and establishment of a company.

V. METHODOLOGY

The professor; makes brief explanation about methodologies, tools and techniques of business creativity. Promotes panel discussion panels, organizes round table discussions through cases. Promotes teamwork, takes oral and written quizzes about the results of the bibliographic and documentary research of companies and entrepreneurs.

VI. EVALUATION FORMULA

The learning will be evaluated through the "D" system.

- Along the semester 04 qualified practices will be taken. Each qualified practice consists in the presentation, supporting papers about the group business idea, one test and works about related themes.

$$FA = \frac{P1 + P2 + P3}{3}$$

VII. BIBLIOGRAPHY

- Huamaní Gloria. Creativity and entrepreneurship culture. Lima: EDUNI, 2014.
- Harrington, Hoffherr, Reid. TOOLS FOR CREATIVITY Colombia: Mc Graw Hill, 2000.