

Course Syllabi

1. EDCA-00234 RESEARCH AND INNOVATION

2. Instructor:

- Jorge Washington Delgado Noboa

3. Bibliography

- Emprendedor Crear su propia Empresa, Silva, J, 2009
- EMPRENDE ya, Morillo, M., 2019
- Emprendimiento e innovación: oportunidades para todos, Sánchez-García, José C., 2021
- Perfil del emprendedor ecuatoriano, ARAQUE, W. , 2009

4. Specific Course Information

- a. The subject provides tools necessary to detonate the creative potential of students in favor of the development of innovative actions with the purpose that in their lives they will be able to develop new organizations and reinvent existing ones. It is structured in six parts: The first develops the entrepreneurial spirit through workshops on the characteristic traits of the entrepreneurial personality and as these allow the emergence of ideas that will then be transformed into products or services that seek to meet needs. The second one solves the frequent concerns: How to identify entrepreneurial ideas that transform into business ideas. The third part provides tools to transform ideas into viable minimum products, through agile methodologies. The fourth and fifth unit studies the business model, a tool in which the entrepreneur's project is realized. To do this, a systemic approach is used, simple to show in a practical way. The sixth stage examines the emotional facet as a key element of emotional intelligence and complements academic formation, through knowledge of our feelings, emotions, self-control and self-motivation. The subject contributes to the discharge profile in the points: 2. Communicate effectively in oral and written form using the appropriate technical language, either working individually or in interdisciplinary and/or multi-ethnic teams. 9.Imple 11.To evaluate and develop industrial projects with technical and economic criteria in order to estimate their feasibility. 14.To act with professional ethics, considering the social and economic impact of their professional practice, in the regulatory areas related to quality, health and safety and the environment.

b. Prerequisites:

- MAES-00095 Effective communication
- MAES-00098 Statistics

5. Learning Objectives of the Course

- a. Awakening, promoting and developing the entrepreneurial spirit to train professionals capable of facing risk, addressing uncertainty and managing change from a collective work based on effective communication skills, problem solving, negotiation and networking, based on the treatment and improvement of creative capacity and innovative potential developed through an inter-learning process that uses active, agile and fundamental methodologies and experiential. - To develop the entrepreneurial spirit through workshops that deal with the characteristic features of entrepreneurial behavior so that it can generate creative ideas capable of becoming goods or services that respond to the needs of society. - To establish guidelines to identify needs, detect problems and recognize opportunities, being this the starting point for the generation of the creative process based on innovation that will allow to transform - To provide the necessary tools for the design and testing of products that allow to generate a PMV (minimum viable product) with a minimum investment and in

the shortest possible time through the use of agile methodologies. - To design and present a business model that allows to enter the market effectively and to attract investment and/or to generate associations.

b. Learning Outcomes

1. It develops skills and skills that contribute to changing attitudes.
2. It develops a vision for the management and approach of an enterprise in each of its areas of expertise.
3. It interacts with different actors and in different scenarios for the enrichment and development of its business project including ancestral knowledge.
4. It develops skills and skills that contribute to changing attitudes.
5. It develops skills and skills that contribute to changing attitudes.
6. It applies the knowledge acquired in the career, to the execution of a project feasible to be transformed into a business project.

6. Course Topics

1. Profile empender
2. Enterprising radar
3. Creativity + innovation= agreement value
4. Basic news for new earners
5. Model of business
6. Emotional intelligence