

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Business Opportunities (3533ON)

PROGRAM:

Bachelor of Business Administration (BBA),
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Economics & International Finance (BEIF)
Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Negotiation and International Trade				
SUBJECT TYPE	Emphasis/Elective				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BBA	Elective			
	BA&S	Elective			
	BIB	Emphasis			
	BIMLA	Elective			
	BEIF	Elective			
	GAS	Elective			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64

LEARNING PREREQUISITES	<ul style="list-style-type: none"> • Macroeconomics • Colombian economy • International economy • International Business • Foreign trade • Marketing • Innovation and 4th Revolution • Administration and Business Plans 					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. • Research and/or projects with international and intercultural components. • International guests 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 9. Industry, Innovation					
COURSE DETAILS						
COURSE DESCRIPTION	<p>The Business Opportunities course strengthens the students' abilities to analyse the Colombian and global context in a holistic way, understanding the realities of society, the new consumption trends of the population and expanding the organizational vision to the new relationship schemes. trade between supply and demand of goods and services.</p> <p>The subject provides knowledge about current business at a global level, prepares them for the future by addressing impact issues such as: the relevance of the digital world and industries 4.0, innovation in terms of processes, market, product and structural companies. It provides analysis tools that lead students to generate new business opportunities framed in environments of sustainability, responsibility and business ethics with criteria that allow them to contribute to the economic, social and environmental development of Colombia.</p>					
KEY WORDS:	International Environment, Innovation, Entrepreneurship and Creative Management.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method

	ILO01	Analyse the global economic situation and behaviour.	Knowledge	<ul style="list-style-type: none"> • Introduction of Business opportunities • Introduction to the World Economy (A Global Perspective) • Smart Capital 	Theoretical Class	<p><i>Method:</i> exam, written exam, concept maps.</p> <p><i>Technique:</i> Documentary and productions analysis, content analysis, wrappers exam.</p> <p><i>Instrument:</i> Check List, Value scales, rubrics.</p>
	ILO02	Describe the economic, social and business situation in Colombia.	Skill	<ul style="list-style-type: none"> • Introduction to the Colombian Economy (Sectorial and Regional Vocation of Colombia) • Introduction to Colombian business history • South Korea development success story • Unicorns in the world, Latam and Colombia 	Case Study	<p><i>Method:</i> Supervised Practice and Demonstration</p> <p><i>Technique:</i> Interview and triangulation</p> <p><i>Instrument:</i> Check List, Value scales, rubrics.</p>
	ILO04	-Relate the SDGs to the operation of businesses with a corporate responsibility perspective, helping to improve the quality of life of the population.	Knowledge	<ul style="list-style-type: none"> • The Sustainable Development Goals at the global level and Colombia's commitments to the SDGs 	Theoretical Class	<p><i>Method:</i> Supervised Practice and Demonstration</p> <p><i>Technique:</i> Interview and triangulation</p> <p><i>Instrument:</i> Check List, Value scales, rubrics.</p>
	ILO03	Discover global trends in terms of: consumption, relationships,	Attitude	<ul style="list-style-type: none"> • Introduction to industries 4.0 • Economic Futurology 	Projects Based Learning	<p><i>Method:</i> Supervised Practice and Demonstration</p> <p><i>Technique:</i> Interview and triangulation</p>

		communication, operational efficiencies, logistics, information, operation, production and administration.				<i>Instrument:</i> Check List, Value scales, rubrics.
	BIB ILO08	Design new ideas applying creative management based on product, market, process and business innovation processes.	Skill	<ul style="list-style-type: none"> Business innovation (Conceptualization of new ideas for business opportunities) 	Design Thinking	<i>Method:</i> Supervised Practice and Demonstration <i>Technique:</i> Interview and triangulation <i>Instrument:</i> Check List, Value scales, rubrics.
<p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BIB ILO08: International Business Plan: Develop and apply entrepreneurial spirit and creative thinking through a business plan associated with an established company or a student start-up.</p>						
BIBLIOGRAPHY	<ul style="list-style-type: none"> Cárdenas, M & Junguito, R. (2007). <i>Introducción a la Economía Colombiana</i>. Alfaomega. Cepal (2019). <i>La Agenda 2030 y los Objetivos de Desarrollo Sostenible Una oportunidad para América Latina y el Caribe</i>. Encontrado en: https://www.un.org/sustainabledevelopment/es/objetivos-de-desarrollo-sostenible/ Toffler, A. (1994). <i>La tercera ola</i>. P&G. Schwab, K. (2016). <i>La Cuarta Revolución Industrial</i>. DEBATE Blank, s. & Dorf, B. (2013). <i>El Manual del Emprendedor</i>. ediciones GESTION 2000. 					