

CERTIFICATE IN PHOTONICS & LASERS TECHNICAL SPECIALIST

ENMA 101 INTRODUCTION TO ENTREPRENEURSHIP

Contact hours: 45 HOURS – 3 Credit

Prepared by: **Prof. Pura Ramos Arce - 1996**

Revised by: Prof. Pura Ramos Arce - 2001
Prof. Edwin A. Ortiz Mundo - 2006
Prof. Nicolás Rosario Álvarez - 2009
Dr. Eliel B. Irizarry Hernandez - 2012

Course Description: This course offers students a basic understanding and overview of the business world and the entrepreneurial field. It includes topics related to writing a business plan, business ethics, management, marketing, finance, accounting and the legal aspects of commercial operations.

Competences / Objectives:

At the end of the course, the student will develop and apply the skills to:

1. Demonstrate the capacity to interact, work as part of a team, and show leadership when necessary.
2. Demonstrate an entrepreneurial vision to identify opportunities and risks to establish, acquire, and develop a business.
3. Analyze problems and detect market opportunities.
4. Comply with the ethical and social responsibility to protect the environment.
5. Comply with the required permits and licenses to establish a business.
6. Develop the social and ethical responsibility to conduct a business in society and in the business environment.
7. Determine the nature and quality of information needed.
8. Access the required information in an efficient and effective way to achieve a specific goal.

Course Content:

- a. Understanding the business concept
- b. Business ethics
- c. Start-up of the business
- d. Marketing plan
- e. Organizational Management Plan
- f. Location Plan
- g. Financial risk
- h. How to finance a business?

Grading Policy: 60% Tree (3) partial exams
10% “Elevator Pitch”
30% Presentation and business plan



Textbook:

Longencecker, J. Moore, C., Petty, W. & Palich, L. (2008). *Administración de pequeñas empresas: Lanzamiento y crecimiento de iniciativas emprendedoras*. 14^aed., Cengage Learning.

References:

a. Printed Resources

Allen & Meyer (2012). *Empresarismo; Construye tu negocio*, 2nd ed., Méjico, McGraw-Hill.

Mariotti, S. & Glackin, C (2012). *Entrepreneurship & Small Business Management*. New Jersey: Pearson Prentice Hall.

Mariotti, S. & Glackin, C (2010). *Entrepreneurship*. 2nd. New Jersey: Pearson Prentice Hall.

Timmons, J. & Spinelli (2009). *New Venture Creation; Entrepreneurship for the 21st Century*. McGraw-Hill Irwin.

Banco Santander (2005). *Guía Empresarial: Manual Informativo para el Pequeño y Mediano Empresario*. San Juan: Centro para el Desarrollo de Pequeños Negocios.

Corman, J., & Lussier, R. N. (2005). *Entrepreneurial New Ventures*. New York: DAMETHompson Learning.

Ferrell, O. C., & Hirt, G. (2003). *Introducción a los Negocios*. Méjico: McGraw-Hill.

Kuratko, D. F. & Hodgetts R.M. (2004). *Entrepreneurship: Theory, process, practice*. Mason, OH: South-Western Publishers.

Lambing P. & Kuehl, C.R. (2000). *Entrepreneurship*. New Jersey: Prentice Hall.

Longenecker, J.G., Moore C.W., & Petty, J.W. (2003). *Small Business Management: An Entrepreneurial Emphasis*. Mason, Ohio: South-Western College Publishing.

Sarborough, Herman M, & Thomas W. Zimmer, (2002). *Effective Small Business Management*, 7th. ed., New Jersey: Prentice-Hall.

Students with Special Needs (ADA):

Students receiving Vocational Rehabilitation services, who present evidence, should communicate with his/her professor at the beginning of the semester to arrange for reasonable accommodations and the necessary assistance equipment. Any student needing any special accommodations should communicate these needs to the professor during the first week of class.

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