

UNIVERSIDAD METROPOLITANA

School of Business Administration

PROYECTO EMPRENDE Preliminary List of Topics

TOPIC	GRADE LEVELS	SKILLS
1. Ethical Behavior and Values a. Perseverance b. Teamwork c. Personal Responsibility d. Tolerance	6, 8, 10, 12	Emotional Intelligence
2. Marketing Yourself a. What's our personal brand? b. How do you build it? c. How do you make people aware?	6, 8, 10, 12	Writing
3. Addressing People's Needs a. Where do product/service ideas come from? b. Identifying potential customers and their needs c. What's your solution?	8, 10, 12	Opportunity Recognition Problem Solving
4. Engaging with Others a. Why should someone adopt your solution? (Framing a value proposition) b. How will people learn about your solution? c. Where will they get it?	6, 8, 10, 12	Research Information Management Lateral Thinking
5. The Role of Profit a. How much does it cost to produce one unit? b. How much do you expect to make on each unit sold? c. Ethics of pricing	6, 8, 10, 12	Quantitative Reasoning
6. Learning to negotiate a. Why and when do you need to negotiate? b. What is an agreement? c. How do you know you have a good agreement?	6, 8, 10, 12	Conflict Resolution

TOPIC	GRADE LEVELS	SKILLS
7. Dealing with People a. Why do you need help from others? b. Courtesy and Respect c. Building a network	6, 8, 10, 12	Interpersonal Relations
8. Communicating Effectively a. Oral i. Informal conversation ii. Public speaking iii. Telephone etiquette b. Written i. E-Mail etiquette ii. Writing a letter	8, 10, 12	Communication
9. Thinking about a Career in Business? a. Sole Proprietorships, Partnerships & Corporations i. Basic requirements for each ii. Key advantages and disadvantages of each	10, 12	Analysis Planning
10. Alternative Business Models a. Cooperatives, Worker-Owned Corporations, Not-for-Profit Organizations i. Basic requirements for each ii. Key advantages and disadvantages of each	10, 12	Analysis Planning

OUR GOAL: Forging a better future through responsible entrepreneurship.

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