

### 1. Course and Instructor Information

|                            |  |
|----------------------------|--|
| <b>College:</b>            | Science  |
| <b>Department:</b>         | Information Technology and Information Systems                           |
| <b>Course Title:</b>       | Technopreneurship (Lec & Lab)  |
| <b>Course Code:</b>        | IT 426/IT426L  |
| <b>Pre-Requisite:</b>      | IT 327/IT327L Applications Development & Emerging Technologies (Lec/Lab) |
| <b>Co-Requisite:</b>       |  |
| <b>Credit Units:</b>       | 3 units (2 units Lec / 1 unit Lab)                                       |
| <b>Instructor:</b>         |  |
| <b>Consultation Hours:</b> |  |

### 2. Course Description

Technopreneurship is a philosophy, a way of building career or perspective in life. This course covers the principles and theories of Technopreneurship, the value of professional and life skills in entrepreneurial thought, investment decision, and action that students can utilize in starting technology companies or executing Research and Development (R&D) projects in companies and they start their career. The focuses of the course are on business concept development and feasibility analysis to assess the viability of the concept.

The course includes concepts of Technopreneurship, creativity, innovation, and new venture creation process. Students will learn to generate ideas, identify opportunities and investigate whether it can be turned into a viable business through value proposition and feasibility analysis. Students are expected to develop and implement a Start-up Business Plan.

### 3. Student Outcomes (SO) Relationship to Performance Indicators (PI) and Course Outcomes (CO)

| Student Outcomes  | Performance Indicator  | Course Outcomes  |
|---|--|--|
| c. Analyze complex problems, and identify and define the computing requirements appropriate to its solution           | c.1 Identify user needs and requirements based on a comprehensive gathering of data and information.                                     | CO1. Demonstrate clearly the concepts of Technopreneurship, entrepreneurship, technology, business ownership, ideation, creativity and innovation and business plan concept. |
| g. Apply knowledge through the use of current techniques, skills, tools and practices necessary for the IT profession | g.2 Select, use and adapt appropriate techniques, methodologies, standards/frameworks, methods and tools to complex computing activities | CO2. Manage a start-up business successfully and apply ethical responsibilities in running a   |

|                                     |                  |               |                                 |                                 |              |
|-------------------------------------|------------------|---------------|---------------------------------|---------------------------------|--------------|
| Course Code/Title:                  | Date Effective:  | Date Revised: | Prepared by:                    | Approved by:                    | Page 1 of 13 |
| IT426 –<br>Technopreneurship<br>Lec | January 10, 2019 | June 1, 2020  | Mr. Archie G.<br>Santiago, MSIT | Mrs. Marvi A.<br>Bayrante, MSIT |              |

| Student Outcomes  | Performance Indicator  | Course Outcomes  |
|---|--|--|
| h. Function effectively as a member or leader of a development team recognizing the different roles within a team to accomplish a common goal                                       | h.4 Properly set project goals to complete team objectives.  | business to ensure sustainability for future expansion.  |
| j. Communicate effectively with the computing community and with society at large about complex computing activities through logical writing, presentations, and clear instructions | j.4 Deliver presentations effectively and efficiently to various audience (computing community, society at large, and users) using English and Filipino as needed, with appropriate tone, correct grammar and construction | CO3. Develop viable business plans into commercially focused projects and create minimum viable product with detailed prototype suitable for venture funding and commercialization |

#### 4. Course Outcome-Student Outcome Matrix

|  |                                   | STUDENT OUTCOMES |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--|-----------------------------------|------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| COURSE OUTCOMES  | Course Intended Learning Outcomes | a                | b | c | d | e | f | g | h | i | j | k | l | m | n |
| CO1. Demonstrate clearly the concepts of Technopreneurship, entrepreneurship, technology, business ownership, ideation, creativity and innovation and business plan concept        | CILO 1                            |                  |   | I |   |   |   |   |   |   |   |   |   |   |   |
|  | CILO 2                            |                  |   | I |   |   |   |   |   |   |   |   |   |   |   |
|  | CILO 3                            |                  |   | I |   |   |   |   |   |   |   |   |   |   |   |
|  | CILO 4                            |                  |   | E |   |   |   |   |   |   |   |   |   |   |   |
|  | CILO 5                            |                  |   | E |   |   |   |   |   |   |   |   |   |   |   |
| CO2. Manage a start-up business successfully and apply ethical responsibilities in running a business to ensure sustainability for future expansion.                               | CILO 6                            |                  |   |   |   |   |   | E |   |   |   |   |   |   |   |
|  | CILO 7                            |                  |   |   |   |   |   |   | D |   |   |   |   |   |   |
|  | CILO 8                            |                  |   |   |   |   |   | D | D |   |   |   |   |   |   |
|  | CILO 9                            |                  |   |   |   |   |   | D | D |   |   |   |   |   |   |
| CO3. Develop viable business plans into commercially focused projects and create minimum viable product with detailed prototype suitable for venture funding and commercialization | CILO 10                           |                  |   |   |   |   |   |   |   |   | D |   |   |   |   |
|  | CILO 11                           |                  |   | D |   |   |   | D | D |   | D |   |   |   |   |

**I** - Introductory, **E** – Enabling, **D** – Demonstrative

|   |                                     |                               |   |   |              |
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**5. Course Output**

As evidence of attaining the above course intended learning outcomes (CILO), the student is required to accomplish and submit the following during the indicated period/dates within the term:

| COURSE OUTCOMES  | Course Intended Learning Outcomes              | Required Output   |
|--|--|---|
| CO1. Demonstrate clearly the concepts of Technopreneurship, entrepreneurship, technology, business ownership, ideation, creativity and innovation and business plan concept        | CILO 1<br>CILO 2<br>CILO 3<br>CILO 4<br>CILO 5 | Laboratory Activity<br><br>Preliminary Examination<br><br>Midterm Examination |
| CO2. Manage a start-up business successfully and apply ethical responsibilities in running a business to ensure sustainability for future expansion.                               | CILO 6<br>CILO 7<br>CILO 8<br>CILO 9           | Project (Partial)   |
| CO3. Develop viable business plans into commercially focused projects and create minimum viable product with detailed prototype suitable for venture funding and commercialization | CILO 10<br>CILO 11                             | Laboratory Activity<br><br>Final Exam<br><br>Project (Complete)               |

|   |   |                                   |   |   |              |
|---|---|-----------------------------------|---|---|--------------|
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**6. Rubrics**

## STUDENT OUTCOME ASSESSMENT FORM

|                            |                  |           |              |
|----------------------------|------------------|-----------|--------------|
| Student Name:              | Student Number : | Semester: | School Year: |
| Name of Faculty-in-Charge: | Section:         |           |              |

Please rate the student according to the expected student outcomes. Indicate your rating per dimension that represents the level of competence demonstrated by the student during the course

| Student Outcome   | Performance Indicator   | Criteria | Unacceptable (1) | Minimally Acceptable (2) | As Expected (3) | Beyond Expectations (4) | Score | Equivalent Weight (Score * Criteria %) |
|---|---|----------|------------------|--------------------------|-----------------|-------------------------|-------|--|
| c. Analyze complex problems, and identify and define the computing requirements appropriate to its solution | 1. Identify user needs and requirements based on a comprehensive gathering of data and information.       |          |                  |                          |                 |                         |       |  |
|   | 2. Analyze user needs and requirements to determine specific areas where computing solutions will be used |          |                  |                          |                 |                         |       |  |

|   |                                     |                                |  |  |              |
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| Course Code/Title:<br>IT426 – Technopreneurship Lec | Date Effective:<br>January 10, 2020 | Date Revised:<br>March 1, 2021 | Prepared by:<br>Mr. Archie G. Santiago, MSIT | Approved by:<br>Mrs. Marvi A. Bayrante, MSIT | Page 4 of 13 |
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|  |   |  |  |  |  |  |  |  |
|--|---|--|--|--|--|--|--|--|
| d. Identify and analyze user needs and take them into account in the selection, creation, evaluation and administration of computer-based systems                    | 1. Formulate literature necessary for the understanding of requirements and solutions   |  |  |  |  |  |  |  |
| e. Design, implement, and evaluate computer-based systems, processes, components, or programs to meet desired needs and requirements under various constraints<br>f. | 3. Design systems, components, or processes with resourcefulness, imagination, insight, originality, aesthetic judgment, enterprise and risk taking approach to meet specified user needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations |  |  |  |  |  |  |  |
| g. Apply knowledge through the use of current techniques, skills, tools and  | 2. Select, use and adapt appropriate techniques, methodologies,   |  |  |  |  |  |  |  |

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|---|-------------------------------------|--------------------------------|--|--|--------------|
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|---|-------------------------------------|--------------------------------|--|--|--------------|

|  |  |  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|--|--|
| practices necessary for the IT profession  | standards/frameworks, methods and tools to complex computing activities  |  |  |  |  |  |  |  |
| h. Function effectively as a member or leader of a development team recognizing the different roles within a team to accomplish a common goal. | 1. Perform effectively and efficiently assigned task with or without supervision.  |  |  |  |  |  |  |  |
|  | 1. Properly set project goals to complete team objectives  | <b>10% Leadership</b><br>(Spearheads the project completion of the team.)  | There is no one that leads the completion of the project.  | The chosen leader is NOT able to perform fully his/her task in leading the completion of the project.  | The chosen leader was able to perform most of his/her task in leading the completion of the project. | The chosen leader was able to perform fully his/her task in leading the completion of the project  |  |  |
|  | 2. Plan tasks and allocate different resources needed by the team in accomplishing team objectives.  | <b>10% Management</b><br>(Manages tasks and resources for the consumption of the team to achieve team objectives.) | Tasks and resources were NOT managed for the consumption of the team to achieve team objectives. | Tasks and resources were minimally managed for the consumption of the team to achieve team objectives. | Tasks and resources were mostly managed for the consumption of the team to achieve team objectives.  | Tasks and resources were fully managed for the consumption of the team to achieve team objectives. |  |  |
| j. Communicate effectively with the computing community and with society at large about complex computing activities through logical writing,  | 4. Deliver presentations effectively and efficiently to various audience (computing community, society at large, and users) using English and Filipino as needed, with appropriate tone, |  |  |  |  |  |  |  |
| Course Code/Title:   | Date Effective:  | Date Revised:  | Prepared by:   | Approved by:   | Page 6 of 13   |  |  |  |
| IT426 – Technopreneurship Lec  | January 10, 2020   | March 1, 2021  | Mr. Archie G. Santiago, MSIT   | Mrs. Marvi A. Bayrante, MSIT   |  |  |  |  |

|  |                                     |  |  |  |  |  |  |  |
|--|-------------------------------------|--|--|--|--|--|--|--|
| presentations, and<br>clear instructions | correct grammar and<br>construction |  |  |  |  |  |  |  |
| <b>TOTAL</b>                             |                                     |  |  |  |  |  |  |  |
| <b>INTERPRETATION</b>                    |                                     |  |  |  |  |  |  |  |

**REMARKS/COMMENTS/RECOMMENDATIONS:**

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**Name & Signature of Evaluator**

|   |   |                                    |  |  |              |
|---|---|------------------------------------|--|--|--------------|
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|---|---|------------------------------------|--|--|--------------|

## 7. Learning Plan

| CO# | Course Intended Learning Outcome (CILO)  | Week No. | Topics  | Teaching and Learning Activities (Traditional) | Teaching and Learning Activities (Synchronous)  | Teaching and Learning Activities (Asynchronous)  | Assessment Tasks             |
|-----|--|----------|---|--|---|--|------------------------------|
| CO1 | CILO1. Understand and differentiate the concepts, elements, process and environment between Technopreneurship and Entrepreneurship | 1 - 2    | <b>Module 0. Online Class Orientation</b> <ul style="list-style-type: none"> <li>Vision, Mission, Core Values, Hymn, and Prayer of the University.</li> <li>Content of the Syllabus, Course Requirements, and Grading System.</li> <li>Guidelines, Policies and Proper Netiquette During Online Classes</li> </ul> <b>Module 1. Introduction to Technopreneurship</b> <ul style="list-style-type: none"> <li>What is Technopreneurship?</li> <li>Comparison: Technopreneurship vs. Entrepreneurship</li> <li>Characteristics of an Entrepreneur and Technopreneur</li> <li>Importance and Benefits</li> </ul> | Lecture<br>Discussion<br>Demonstration         | Online Orientation via Google Meet (Meeting URL to be posted here...)<br><br>Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Interactive Discussion Board (in BB) | <u>Video Presentation of the Class Orientation</u><br><br><u>Module 1: (Powerpoint Presentation)</u><br><br>Discussion Board (in BB) | Short Quiz                   |
| CO1 | CILO 2. - Discuss and explain the introductory topics that covers Consumer protection and e-commerce law                           | 3        | <b>Module 2. Consumer Protection Law and e-Commerce consumer Protection Law (RA 8792 of the Philippines)</b><br><br><b>Module 3. E-Commerce Law in the Philippines</b>  | Lecture<br>Discussion<br>Demonstration         | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB)   | <u>Module 2: (Video Presentation)</u><br><br>Discussion Board (in BB)<br><br><u>Module 3: (Video Presentation)</u>                   | Assignment<br><br>Short Quiz |



| CO# | Course<br>Intended<br>Learning<br>Outcome<br>(CILO)  | Week<br>No. | Topics   | Teaching and<br>Learning<br>Activities<br>(Traditional)      | Teaching and<br>Learning<br>Activities<br>(Synchronous)   | Teaching and<br>Learning<br>Activities<br>(Asynchronous)                      | Assessment<br>Tasks  |
|-----|--|-------------|--|--|---|---|--|
| CO1 | CILO 3.<br>Differentiate entrepreneurial mindset to opportunity recognition by applying strategies in generating new ideas from the different types of fundamental venture                 | 4           | <b>Module 4. Opportunity Identification &amp; Creation</b>   | Lecture<br>Discussion<br>Demonstration                       | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB) | <u>Module 4: (Video Presentation)</u><br><br>Discussion Board (in BB)         | Assignment<br><br>Short Quiz   |
| CO1 | CILO 4.<br>Explain what a value proposition is and understand why a company may develop different value propositions for different target markets.   | 5 - 6       | <b>Module 5. Value Proposition</b>   | Lecture<br>Discussion<br>Demonstration<br><br>Group Activity | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Group Collaboration                | <u>Module 5: (Video Presentation)</u><br><br>Group Collaboration (in BB)      | Long Quiz<br><br><b>Preliminary Examination (6<sup>th</sup> Week)</b>                      |
| CO1 | CILO 5.<br>Explain the detailed components and purposes of the different business plan, marketing plan, operational plan and financial plan in the development of a business model canvass | 7 - 8       | <b>Module 6: Business Plan and Models</b><br><br><ul style="list-style-type: none"> <li>• Business plan</li> <li>• Elements of a Business Plan</li> <li>• Types of business plan</li> <li>• Business plan format</li> <li>• Business model</li> <li>• Parts of a business model</li> <li>• Business model canvass</li> </ul> | Lecture<br>Discussion<br>Demonstration<br><br>Group Activity | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB) | <u>Module 6: (Powerpoint Presentation)</u><br><br>Group Collaboration (in BB) | Assignment<br><br>Group Work (Think - Pair Share Participation)<br><br>Laboratory Activity |

| CO# | Course Intended Learning Outcome (CILO)  | Week No. | Topics  | Teaching and Learning Activities (Traditional)                        | Teaching and Learning Activities (Synchronous)  | Teaching and Learning Activities (Asynchronous)                            | Assessment Tasks  |
|-----|--|----------|---|---|---|--|---|
| CO2 | CILO 6.<br>Analyze the importance of competitor analysis and branding in acquiring distinct opportunities and threats in the market. | 9 - 10   | <b>Module 7. Market Communications, Competitive Analysis, and Strategy Formulation Customer Interface</b> <ul style="list-style-type: none"> <li>Market Communication s and Branding</li> </ul> | Group Presentation (Reporting)<br><br>Discussion<br><br>Demonstration | Online Reporting – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB)              | <u>Module 7: (Powerpoint Presentation)</u><br><br>Discussion Board (in BB) | <u>Presentation Rubric</u><br><br>Quiz  |
| CO2 | CILO 7. Design a Business Model Canvass that shows the legal and organizational structure of the business.                           | 11-12    | <b>Module 8. Organization and Management</b>  | Lecture<br><br>Discussion<br><br>Demonstration                        | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration   | <u>Module 8: (Interactive Slide Presentation)</u>                          | Project Point Checking (Partial)<br><br><b>Midterm Examination (12<sup>th</sup> Week)</b> |
| CO2 | CILO 8. Design and develop innovative products with sustainable competitive advantage and satisfy customer needs                     | 13-14    | <b>Module 9. Product Development</b>  | Lecture<br><br>Discussion<br><br>Demonstration                        | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB) | <u>Module 9: (Powerpoint Presentation)</u><br><br>Discussion Board (in BB) | Assignment  |

| CO#                 | Course Intended Learning Outcome (CILO)   | Week No. | Topics  | Teaching and Learning Activities (Traditional) | Teaching and Learning Activities (Synchronous)   | Teaching and Learning Activities (Asynchronous)   | Assessment Tasks                      |
|---------------------|---|----------|---|--|--|---|---------------------------------------|
| CO2                 | CILO 9:<br>Formulate a marketing and sales strategy that will identify the customer base on user needs and satisfaction | 15       | <b>Module 10. Marketing and Sales</b>   | Lecture<br>Discussion<br>Demonstration         | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB)  | <u>Module 10: (Video Presentation)</u><br><br>Discussion Board (in BB)  | Recitation<br><br>Quiz                |
| CO3                 | CILO 10:<br>Create engaging pitches and deliver excellent presentations to potential investors or customers             | 16       | <b>Module 11. Pitching</b><br>Pitch Process<br>Different Types of Pitches<br>The elevator pitch<br>Pitch Guidelines   | Lecture<br>Discussion<br>Demonstration         | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB)  | <u>Module 11: (Video Presentation)</u><br><br>Discussion Board (in BB)  | Online Activity<br><br>Elevator Pitch |
| CO1,<br>CO2,<br>CO3 | CILO 11:<br>Validate and test the MVP by presenting to complete the build/measure/learn loop                            | 17       | <b>Module 12. Present a Minimum Viable Technology Product (MVP)</b><br>The Minimum Viable Product<br>The MVP Process<br>The MVP Matrix<br>The Idea Behind MVP<br>Key Attributes for Developing MVP<br>8 Key Minimum Viable Product Examples<br>Build a Minimum Viable Product: 3-Step Process<br>Tips for MVP | Lecture<br>Discussion<br>Demonstration         | Online Interactive Discussion – Google Meet (Meeting URL to be posted here...)<br><br>Virtual Demonstration<br><br>Scheduled Discussion Board (in BB)<br><br>Live Presentation of the Final Project - Google Meet (Meeting URL to be posted here...) | <u>Module 12: (Video Presentation)</u><br><br>Discussion Board (in BB)<br><br>Short Video Presentation of the Final Project | Quiz<br><br>Final Project             |
|                     |   | 18       | <b>Final Examination</b>  |  |  |   |                                       |

## 8. Other Requirements and Assessments

Aside from the course output, the student will be graded at other times during the term by the following:

1. Self-Assessment
2. Homework
3. Case Study/ Readings

## 9. Grading System

| Prelim Period                              | Midterm Period                              | Final Period                            | Semestral Grade                       |
|--|---|---|---------------------------------------|
| Class standing = 60%<br>Prelim exams = 40% | Class standing = 60%<br>Midterm exams = 40% | Class standing = 50%<br>Final = 50%     |                                       |
| Term Grade = + 70%<br>lecture + 30% lab    | Term Grade = + 70%<br>lecture + 30% lab     | Term Grade = + 70%<br>lecture + 30% lab | P+M+F =<br>Semestral<br>Grade         |
|  |   |   | 65≥69<br>(removal)<br>≥ 70 ( to pass) |

## 10. Textbooks/References

| Title   | Author                             | Year |
|---|------------------------------------|------|
| Entrepreneurship: theory, process, practice (10 <sup>th</sup> Edition)                        | Donald F. Kuratko                  | 2017 |
| Effective entrepreneurial management : strategy, planning, risk management, and organization  | Robert D. Hisrich, Veland Ramadani | 2017 |
| Entrepreneurship : ideas in action  | Cynthia L. Greene                  | 2019 |
| Technology entrepreneurship : taking innovation to the marketplace                            | Thomas N. Duening,                 | 2019 |
| Strategic Entrepreneurship: Integrating Entrepreneurial and Strategic Management Perspectives | Michael A. Hitt,                   | 2017 |
|   |                                    |      |
|   |                                    |      |

## 11. Online Classroom Policies

|  |                                    |                              |   |   |                  |
|--|------------------------------------|------------------------------|---|---|------------------|
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1. Regular attendance is expected. Attendance policy as stipulated in the student manual handbook will be implemented.
2. Cheating:
  - a. Long Quiz: each of the parties involved will receive a zero for that particular quiz.
  - b. Final Exam: All parties involved will automatically receive 5.0 as final grade.
3. Individual learning is based on your attendance and timely submission of course requirements.

|  |  |                                  |   |   |                                |
|--|--|----------------------------------|---|---|--------------------------------|
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