Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
Isulan, Sultan Kudarat
College of Computer Studies
2nd Semester S.Y. 2024-2025

BES 321
Technopreneurship
Syllabus

2nd Semester
School Year 2024 - 2025

Republic of the Philippines
SULTAN KUDARAT STATE UNIVERSITY
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UNIVERSITY VISION

A leading University in advancing scholarly innovation, multi-cultural convergence, and responsive public service in a borderless Region.

UNIVERSITY MISSION

The University shall primarily provide advance instruction and professional training in science and technology, agriculture, fisheries, education and other related field of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

CORE VALUES

P – Patriotism
R – Respect
I – Integrity
Z – Zeal
E – Excellence in Public Service

STRATEGIC GOALS

a. Deliver quality services to stakeholders to address current and future needs in instruction, research, extension, and production.
b. Observe strict implementation of the laws as well as the policies and regulations of the University.
c. Acquire with urgency state-of-the-art resources for its service areas.
d. Bolster the relationship of the University with its local and international customers and partners.
e. Leverage the qualifications and competence in personnel action and staffing.
f. Evaluate the efficiency and responsiveness of the University systems and processes.

Program Objectives and its relationship to University Goals:

PROGRAM OBJECTIVES (PO)	OBJECTIVES					
A graduate of BS in Information Systems (BSIS) can:	a	b	c	d	e	f
a. Employ theoretical and practical skills in innovating latest technology in computing;	√		√			√
b. Design and implement business information systems;	√		√			
c. Promote the advancement of industry-based services and technology that contributes to the advancement of the community; and	√		√			√
d. Demonstrate the code of conduct as well as the social and legal aspects of Information Systems.		√		√	√	√

1. Course Code : BES 321
2. Course Title : Technopreneurship
3. Prerequisite : None
4. Credits : 3 UNITS

5. Course Description:
This course introduces students to the fundamental concepts of technopreneurship, emphasizing the role of technology in entrepreneurship. Students will learn how to identify opportunities, develop innovative ideas, create business models, and leverage technology to build sustainable ventures. The course integrates theories, case studies, and hands-on activities to cultivate entrepreneurial mindset and skills.

6. Course Learning Outcomes and Relationships to Program Educational Objectives

Course Learning Outcomes	Program Objectives			
At the end of the semester, the students can:	a	b	c	d
1. Understand the principles and importance of technopreneurship.	√	√	√	√
2. Develop an entrepreneurial mindset and identify business opportunities.	√	√	√	√
3. Apply the lean startup methodology in developing a business model.	√	√	√	√
4. Utilize technology in innovating business processes and solutions.	√	√	√	√
5. Create a business plan and pitch a technopreneurial idea effectively.	√	√	√	√

7. Course Content

Course Objectives, Topics, Time Allotment	Desired Student Learning Objectives	Outcome-Based Assessment (OBA) Activities	Evidence of Outcomes	Course Objectives	Program Outcomes	Values Integration
Topic: VGMO, Classroom Policies, Course Overview, Course Requirements, Grading System (2 hours)						
1. Discuss the VGMO of the University, Classroom Policies, scope of the course, course requirements, and grading system	1. Students can be aware of the VGMO of the University, Classroom Policies, scope of the course, course requirements, and grading system	➢ Individual class participation in class discussion ➢ small-group discussion	➢ Signed Orientation Form ➢ Filled-up seat plan	a	a, c, d	Value of appreciation Value of Self-learning
Topic 1: Introduction to Technopreneurship (7 hours)						
1. Technoloogy and Entrepreneurship 2. Definition of Technopreneurship 3. Types of Technopreneurship 4. Five Traits of a Technopreneur 5. Differences between Entrepreneur and Entrepreneurial Process vs Technopreneurial Process 6. Successful Global and Local Technopreneurs	• By the end of this topic, students can: ○ Explain the definition of Technology, Entrepreneurship, and Technopreneurship ○ Distinguish the difference between entrepreneur and technopreneur ○ Identify Global and Local Technopreneurs	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking

Topic 2: Innovation and Idea Generation (7 hours)						
1. What is innovation? 2. Types of Innovation 3. The Principles of Innovation 4. Idea Presentations 5. Idea Selection 6. Customer Needs 7. Market Research and Validation 8. The Decision-Making Process	• By the end of this topic, students can: ○ Explain the definition of Innovation ○ Identify the types of innovation ○ Distinguish the principles of innovation	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking
Topic 3: Business Models (7 hours)						
1. Business Model Canvas 2. Five Types of Channel Phases 3. Types of Key Resources 4. Four Types of Partnership 5. Examples of Business Model Canvas	• By the end of this topic, students can: ○ Demonstrate understanding of the Business Model Canvas ○ Determine and identify the nine key elements of the Business Model	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking

Topic 4: Intellectual Property Rights (7 hours)						
1. Define Intellectual Propoerty 2. Types of Intellectual Property	• By the end of this topic, students can: ○ Explain the definition of Innovation ○ Identify the types of innovation ○ Distinguish the principles of innovation	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking
Topic 5: Financial Plan and Resource Generation (7 hours)						
1. Financial Plan Definition 2. Objectives of Financial Planning 3. Importance of Financial Planning 4. Types of Investory	• By the end of this topic, students can: ○ Demonstrate understanding of the Intellectual Property ○ Identify the various types of intellectual property ○ Determine the importance of intellectual property in business	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking

Topic 6: Develop IT Business Plan and Lean Startup Canvas (7 hours)						
1. Definition of Business Plan 2. Importance of a Business Plan 3. Four Reasons Why You Need a Business Plan 4. Benefits of a Business Plan 5. Business Plan Outline 6. The Lean Canvas 7. Lean Canvas Examples of Bulti-Billion Starups	• By the end of this topic, students can: ○ Define Business Plan ○ Determine the importance of Business Plan ○ Evaluate the benefits of the business plan ○ Analyze the business plan outline ○ Identify the lean startup canvas	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking
Topic 7: Elevator Pitch (7 hours)						
1. What is an Elevator Pitch? 2. The 5-Step Elevator Pitch that Turns Stangers into Clients 3. The Three Essential Components in a Pitch	• By the end of this topic, students can: ○ Determine the importance of Elevator Pitch ○ Evaluate the components of a Perfect Elevator Pitch	➢ Lectures and interactive discussions ➢ Research and Presentation ➢ Case study analysis ➢ Long Quiz	➢ Class Presentation ➢ Case study report ➢ Long Quiz scores	a, b	a, b, c, d	Value of Self-learning Value of public trust (correct information dissemination) Value of research Value of problem-solving Value of critical thinking

TOTAL HOURS: 54 hours
Class/Lecture (51 hours)
Exams (3 hours)

8. Course Evaluation

Course Requirements: Midterm and Final Exams
At least 80% of Graded Activities

Grading System:

Graded Activities (Long Quizzes, Problem Sets, and Projects)	50%
Midterm/Final Exam	50%
TOTAL	100%

- equivalent scores will be computing using the 0 = 0% base.
- Tentative Schedule of Major Examinations:
  - Midterm Examination: March 19-21, 2025
  - Final Examination: May 21-23, 2025

Textbook:

1. Padilla-Juaneza and Pomperada, *Introduction to Technopreneurship*, Unlimited Books Library Services & Publishing, INC, 2019

References and Supplemental Materials:

1. Blank, S., & Dorf, B. (2012). *The Startup Owner's Manual*
2. Kakava, N. (2012) *Technopreneurship: Conceptualised*, LAP LAMBERT Academic Publishing
3. Mañabo, Lenlen (2020) *Technopreneurhsip* (YouTube Playlist)- https://www.youtube.com/watch?v=cCvcASZMKQI&list=PLvz1KSi-oWLLXJd6ILViO_rOk176mqmVU
4. Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*
5. Ries, E. (2011). *The Lean Startup*

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