



San Carlos University of Guatemala
Technical English Area
Technical English IV

Project: Entrepreneurial development

As a project, the students are going to **INDIVIDUALLY** develop an business entrepreneurship. For that, they are going to consider the following instructions:

- In an essay style (introduction, supporting paragraphs, conclusion) the student will detail, at least, the following aspects of the business: mission, vision, values, objectives, strategies & core competencies. For this purpose, it is mandatory to apply as many vocabulary lessons and/or grammar knowledge acquired during the course as much as possible.
- Some additional information which needs to be included for the essay include: the name of the company, the type of industry for the company (education, automotive, apparel, etc.), the product or service details and functionality, required job positions (community manager, sales assistant, CEO, COO, etc.). It is optional to mention some financial or production forecast.
- As a reminder, the grammatical lessons include the structures: gerunds and infinitives to share interests and preferences, modals to offer polite suggestions and express possibilities, present perfect & present perfect continuous, comparative adjectives & comparative adverbs, words to express purpose, reason, or contrast (in order to, so that, because, because of, although, even though & despite), polite requests, adjective clauses, adjective phrases, real conditionals, present & future unreal conditionals.
- Take up to three pages (besides a cover page) to write the essay. Then upload the PDF document as a homework in the "Project" section. It is important to take into account that the wording of the essay should evince the level of English ability expected by the course.