



Course Information					
Code:	<b>NIN61007</b>	Course:	<b>INTERNATIONAL BUSINESS CAPSTONE</b>		
Coordination Area / Program:	<b>DIRECCION DE DOBLE GRADO SIC</b>			Mode: <b>Presencial</b>	
Credits: <b>03</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>96</b>
	H.Teoría	48	0	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-02</b>	Start date and end of period: <b>del 19/08/2024 al 08/12/2024</b>				
Career: <b>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE CULINARIO - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 160 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE CULINARIO - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
	> 170 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE CULINARIO - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES

	> 240 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE CULINARIO - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
	> 180 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE CULINARIO - COMUNICACIONES - DERECHO - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
DGB-GOBBUSSTRAT	GLOBAL BUSINESS STRATEGY	ADMINISTRACION - ECONOMIA - ADM. Y EMPRENDIMIENTO
DGB-INTFREI&INS	INTERNATIONAL FREIGHT AND INSURANCE	GEST-INNOV-GASTRON - ECO. NEG. INT. - ECONOMIA - DERECHO - ECO. Y FINANZAS
DGA-INTCURBUSPR	INTERNATIONAL CURRENT BUSINESS PRACTICES	ING AGROIND - ING SIST INFORM - ING. INDUSTRIAS ALIM. - ING. INDUSTRIAL Y C. - RELAC. INTERNACIONALES - ING. INFORMATICA - ADM. HOTELERA - ING. CIVIL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL
DGB-MKTRESEARCH	MARKETING RESEARCH	RELAC. INTERNACIONALES
FC-ECO EVAECOPR	EVALUACIÓN ECONÓMICA DE PROYECTOS	ECONOMIA - ECO. Y FINANZAS
FC-ADM EVALPROY	EVALUACIÓN DE PROYECTOS	GEST. AMBIENTAL EMP. - MARKETING - ADM. HOTELERA - GASTR. GEST. REST. - INTERN. BUSINESS - ADM. TURISMO - ADM. Y EMPRENDIMIENTO
FC-ADM EVALPROY	EVALUACIÓN DE PROYECTOS	GEST. AMBIENTAL EMP. - MARKETING - GASTR. GEST. REST. - INTERN. BUSINESS - ADM. HOTELERA - ADM. TURISMO - ADM. Y EMPRENDIMIENTO
DGB-STRATEMANGM	STRATEGIC MANAGEMENT	ARTE CULINARIO - ING. INDUSTRIAS ALIM. - ING. INDUSTRIAL Y C. - ING. LOG & TRANSPORTE - ING. INFORMATICA
FC-AGR FOEVPROY	FORMULACIÓN Y EVALUACIÓN DE PROYECTOS	ING. INDUSTRIAS ALIM. - ING. AGROINDUSTRIAL

FC-HOT ADMOPESE	ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS	GASTR. GEST. REST.
DGB-FINACMANAGE	FINANCIAL MANAGEMENT	ADMINISTRACION - ARTE CULINARIO - ING. INDUSTRIAS ALIM. - ECONOMIA - ING. INDUSTRIAL Y C. - RELAC. INTERNACIONALES - ING. LOG & TRANSPORTE - ING. INFORMATICA - ING. AGROINDUSTRIAL - ING. CIVIL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL
FC-GAS ORGPLAEV	ORGANIZACIÓN Y PLANEACIÓN DE EVENTOS	GASTR. GEST. REST.
FC-COM SEMINVCO	SEMINARIO DE INVESTIGACIÓN EN COMUNICACIÓN	COMUNICACIONES

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
GARCIA CRUZ, FRANK CRISTOPHER	FGARCIACR@USIL.EDU.PE	De 9:00 a 6:00 p.m.	Aula F205, Edificio Augusto Ferrero

Instructors
You can check the timetables for each teacher in their INFOSIL in the <b>Classes Development Teachers</b> option <b>Teachers</b> .

Course Overview
<p>It is a theoretical-practical course, whose purpose is the formulation and evaluation of an export project, at the level of a business plan to take the decision to make a new investment in the overseas market. The contents to be developed are analysis of the environment, market research, strategic planning, marketing plan, operations plan, costs analysis, organizational structure, human resources management, financial plan. This course fulfills an integrating role of the theoretical and practical knowledge acquired throughout the professional career in the axis of entrepreneurial entrepreneurship, seeking for the student to strengthen their soft Management, Social and Personal skills to improve their profile and attitudinal conditions towards business.</p> <p>The creditable product of the course will be the presentation of the final export business plan made by the respective work teams.</p>

Resultados (Doble Grado)
<ul style="list-style-type: none"> <li>- Design strategic, tactical, short and medium-term tactical plans for the sectors of commerce, industry or services, including foreign trade, taking into account the environment and contributing to the country's sustainable development.</li> <li>- It uses the accounting, financial, administrative and technological tools to evaluate the feasibility of projects in the commerce, industry or services sectors, including foreign trade, that best adapt to the objectives of the organization and the economic, social and environmental environment.</li> <li>- Manages and innovates in the goods and services of the sectors of commerce, industry or services, including foreign trade, with the highest quality standards, which allow it to lead the market.</li> <li>- Lead multidisciplinary teams in multicultural environments and contexts, using effective communication for the generation of value, seeking for the student to strengthen their soft Management, Social and Personal skills to improve their profile and attitudinal conditions towards business, inside and outside the company, contributing to the well-being of the community with ethics and social responsibility. and formulate a pre-investment study at profile level, based on research and analysis of existing information validating the business model, in order to make the decision to implement an investment project.</li> <li>- Formulate a pre-investment study at profile level, based on research and analysis of existing information validating the business model, in order to make the decision to implement an investment project.</li> </ul>

General Course Result	Unit Result
At the end of this course, students will be able to design sustainable export business plans, assess project feasibility using various tools, manage and innovate in foreign trade, lead multicultural teams effectively, and	1. At the end of the unit the student understands the environment and market research in which the project business will be developed innovating in the goods and services of the sectors of

ethically contribute to the community while formulating and validating export business projects through thorough research.	commerce, industry or services, including foreign trade,with the highest quality standards
	2. At the end of the unit the student formulates the strategic planning, the marketing plan and operations plan.
	3. At the end of the unit the student defines company structure and human resources management and analyzes the cost structure
	4. At the end of the unit the student formulates the financial plan.

<b>Development of activities</b>		
<b>Unit Result 1:</b> <i>At the end of the unit the student understands the environment and market research in which the project business will be developed innovating in the goods and services of the sectors of commerce, industry or services, including foreign trade,with the highest quality standards</i>		
<b>Session 1:</b> <i>At the end of the unit the student understands the environment and market research in which the export business will be developed.</i>		Semana 1 a 4
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Seek business information using primary and secondary sources. -) Class work by teams using the meeting rooms. -) Homework tasks to present them in class discussions.	General information related to the project, Business model Canvas, business opportunity, value proposition, analysis of the environment, industry analysis, market research tools, overseas market selection, market size, demand estimation, sales forecast, main suppliers identified, main competitors identified.	Written Assessment 1 and oral presentation.
<b>Unit Result 2:</b> <i>At the end of the unit the student formulates the strategic planning, the marketing plan and operations plan.</i>		
<b>Session 2:</b> <i>At the end of the unit the student understands formulates the strategic planning, design the marketing plan and manage operations in the overseas market.</i>		Semana 5 a 8
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Seek business information using primary and secondary sources. -) Class work by teams using the meeting rooms. -) Homework tasks to present them in class discussions.	SWOT (TOWS) matrix, company mission and vision, strategic objectives, generic strategy, growth strategy, competitive advantage, social responsibility, company values, target market, marketing objectives, four competitive positions, marketing mix, marketing budget, marketing schedule, operations objective and operations strategy, plant location, size of the project, process description.	Written Assessment 2 and oral presentation.
<b>Unit Result 3:</b> <i>At the end of the unit the student defines company structure and human resources management and analyzes the cost structure</i>		
<b>Session 3:</b> <i>At the end of the unit the student understands defines company structure and human resources management. Analyze cost structure.</i>		Semana 9 a 12
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Seek business information using primary and secondary sources. -) Class work by teams using the meeting rooms. -) Homework tasks to present them in class discussions.	Organizational structure, company flowchart, human resources objectives, monthly and annual payroll, fixed costs, variable costs and total cost, production cost, unitary costs, raw material cost, sales cost, breakeven point, preoperative budget, working capital	Written Assessment 3 and oral presentation.

<b>Unit Result 4:</b> <i>At the end of the unit the student formulates the financial plan.</i>		
<b>Session 4:</b> <i>At the end of the unit the student analyzes the financial plan</i>		Semana 13 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
-) Seek business information using primary and secondary sources. -) Class work by teams using the meeting rooms. -) Homework tasks to present them in class discussions.	Finance objectives, financial data, financial assumptions, financial policies, capital structure, economic cash flow, financial cash flow, financial indicators (COK, WACC, IRR, NPV), Statement of Financial Position, Profit and Loss Statement, Analysis of dimensional sensitivity.	-) Final Written Assessment and oral presentation

<b>Methodology</b>
<p>The course will be developed based on the following methodologies: Aprendizaje basado en proyectos , Aprendizaje colaborativo , The course will be developed based on the following methodologies: Project-based learning. Project-based learning is a task-focused teaching and learning modality; it is a shared process of negotiation between participants, with the aim of achieving a product at the end of the course.</p> <p>Cooperative learning. Cooperative learning is the didactic use of small groups, usually heterogeneous, in which students work together to achieve common goals, maximizing their own learning and that of other members.</p>

<b>Assessment System</b>				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
<b>Evaluación Permanente</b>	<b>60%</b>			
<b>Promedio de Avances</b>	<b>100%</b>			
Avance 1	20%		Semana 1	No
Avance 2	30%		Semana 1	No
Avance 3	50%		Semana 1	No
<b>Evaluación Final</b>	<b>40%</b>		Semana 1	No

<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

<b>Basic Required Reading</b>

[1] Universidad San Ignacio de Loyola (Lima) (2007). *Manual de emprendedores : emprendedores formando emprendedores* /. USIL,.

[2] Osterwalder, Alexander (2017). *Diseñando la propuesta de valor : cómo crear los productos y servicios que tus clientes están esperando* /. (4a ed.). Deusto,.

[3] Osterwalder, Alexander (2016). *Generación de modelos de negocio : un manual para visionarios, revolucionarios y retadores* /. (16a ed.). Deusto,.

[4] Stanton, William J. (1996). *Fundamentos de marketing* /. (10a ed.). McGraw-Hill,.

**References Supplementary**

[1] Haynes, Kathryn (2013). *Corporate social responsibility : a research handbook* /. (1st ed.). Routledge,.

[2] Besley, Scott. (2016). *Fundamentos de administración financiera* /. (14a ed., ampliada). Cengage Learning,.

[3] Osterwalder, Alexander, (2020). *The Invincible Company : How to Constantly Reinvent Your Organization with Inspiration from the World's Best Business Models* /. John Wiley & Sons,.

<b>Prepared by:</b>	<b>Approved by:</b>	<b>Validated by:</b>
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Date: 16/08/2024	Date: 16/08/2024	Date: 16/08/2024