

BUSINESS OPPORTUNITIES
OPORTUNIDADES DE NEGOCIOS

CODE:	EC061517	DEGREE:	International Trade and Business (CNI) -Business Intelligence (<i>Inteligencia de Negocios</i>)		
SEMESTER:	Eighth	TYPE OF COURSE:	Course - workshop		
LEARNING HOURS:	CLASSROOM	OTHER FACILITIES	INDEPENDENT STUDY*	TOTAL	NUMBER OF CREDITS:
	72	0	54	126	7.87

* Estimated time spent by the student to carry out activities, tasks, and assignments outside the direct involvement of the teacher.

GENERAL OBJECTIVE

By the end of the course, the student will be able to evaluate business alternatives in international environments, for the design of strategic plans aimed at companies with growth capabilities in their field of action. And to identify new business opportunities through an information system based on surveillance and competitive intelligence, as well as their possible risks.

CONTENTS

DECLARATIVES

I. SOURCES OF INFORMATION FOR BUSINESS OPPORTUNITIES

1. Characteristics
2. Components of information systems: market research; competitive intelligence; internal company sources; quantitative models
3. Economic, technological, political, legal, demographic, sociocultural, and ecological factors

II. BUSINESS OPPORTUNITIES THROUGH COMPETITIVE INTELLIGENCE

1. Concept
2. International business competitive intelligence
3. Models
4. Technological innovation
5. Blue Ocean Strategy

III. SELECTION OF COUNTRIES AS COMPANY TARGET MARKETS

1. Selection process of countries that form a potential target market
2. Selection of the target market in the country of interest
3. Implementation of a monitoring system: surveillance to identify new markets

IV. NEW MARKETS AND PRODUCTS IN AN INTERNATIONAL ENVIRONMENT

1. Face-to-face and virtual teams
2. Teams' organizational structure
3. Description of the project leader
4. Training and development of work teams
5. Strategies to reinforce company creativity
6. Personnel mobility management

V. TRENDS IN BUSINESS OPPORTUNITIES

1. Future trends in business
2. Prahalad's thesis on the business opportunity at the bottom of the pyramid
3. M. Yunus's thesis on *Grameen Bank*
4. Concept of for-profit social enterprises
5. For-profit social enterprises' business models