**COMPLEMENTARY SUPPORT PLAN**

**Subject: Technology and informatics Course: 11º Period:** III **Year:** 2023

**RECOMMENDATIONS**

*Each period the teacher formulates a problematic question or problem situation related to the learning goals that help the student prepare to support their knowledge and competency levels from each area. This process is scheduled for tuesday, october 17 through Thursday, october 20, 2023. The student must review the concepts listed below with the help of class notes, notebook and work guides, in order to present a presentation that shows the acquired competencies.*

1. **Problematizing question**

What methodologies and strategies can I use to generate ICT-supported entrepreneurship projects and how to position them in the market?

1. **Learning goals**

* Understand the importance of digital tools in the analysis of a business idea.
* Identify the phases of design thinking to solve problems and generate ventures
* Properly use digital tools to build a brand identity
* Create physical and digital marketing strategies to promote your business idea
* Understand e-commerce concepts and their usefulness

1. **Academic concepts developed during the period**

* Importance of entrepreneurship for economic growth.
* Concepts on business creation in Colombia.
* Design Thinking Methodologies (Design Thinking).
* Empathize: identify problems or needs of the context.
* Define: identification of a relevant problem
* Idea: Solution approach.
* Prototype: Design the solution with a sample.
* Test: Evaluate the sample with third parties.
* Canva Model.
* Graphic Design and Digital Marketing
* Corporate Image and Positioning

1. **Bibliographic references**

* Conceptos de clase – Plataforma Classroom
* [**https://app.wom.co/womerU/login/index.php**](https://app.wom.co/womerU/login/index.php)
* [**https://blog.hubspot.es/marketing/estrategias-de-marketing**](https://blog.hubspot.es/marketing/estrategias-de-marketing)
* [**https://facs.ort.edu.uy/blog/estrategias-de-marketing**](https://facs.ort.edu.uy/blog/estrategias-de-marketing)
* <https://docs.google.com/presentation/d/1vWUl6UdiyVWe1TD9iyv7sv68X7m6cYPHNbU9YTPdw1U/edit?usp=sharing>