240506 - Entrepreneurship

Degree competences to which the subject contributes

Specific:
2. Knowledge applied to business/company organisation.

Transversal:
3. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

Teaching methodology

- Magisterial classes: Participation and exposition
- Study cases, Lectures and Videos

Learning objectives of the subject

Develop the necessary skills for students to think and act like an entrepreneur and you can ask questions and be able to solve them. Students will be helped to develop some skills to start a business from scratch and to know you are creating an organization around people and culture.

Specific Objectives:
1. To identify the competencies of each student to know what to improve to be a good entrepreneur or entrepreneurial
2. To define the business idea and the model
3. How to structure a believable business plan and guidelines.
4. Where to look funding. Recognize business models and to determine the most appropriate differentiation.
5. Align organization, culture, people and business
6. How to face different scenarios in setting up business.
## Study load

<table>
<thead>
<tr>
<th></th>
<th>Total learning time: 75h</th>
<th>Hours large group: 0h</th>
<th>Hours medium group: 30h</th>
<th>Hours small group: 0h</th>
<th>Guided activities: 0h</th>
<th>Self study: 45h</th>
<th>Percentage</th>
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<tr>
<td></td>
<td>0.00%</td>
<td>40.00%</td>
<td>0.00%</td>
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<td>60.00%</td>
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</table>
## 1. Who can be an entrepreneur

**Learning time:** 3h  
Theory classes: 2h  
Self study: 1h

**Description:**  
It is important to know who can be an entrepreneur and what kind. To distinguish between a businessman, entrepreneur and professional. To search for the skills of the students in this regard.

**Related activities:**  
6

**Specific objectives:**  
1, 6

### Related activities:

1. 6

### Specific objectives:

1, 6

## (ENG) 2. La concepció de la idea: Missió i visió del projecte

**Learning time:** 3h  
Theory classes: 2h  
Self study: 1h

**Description:**  
We will work on the business idea and its viability. How to identify good ideas from bad ones. How to create a good business model.

**Related activities:**  
6

**Specific objectives:**  
1, 2, 6

### Related activities:

1. 6

### Specific objectives:

1, 5, 6

## 3. Selection of team members and partners

**Learning time:** 3h  
Theory classes: 2h  
Self study: 1h

**Description:**  
One of the most important parts, the choice of traveling companions. One is that students can answer questions like "what are we looking for in a partner? Why him and not another? It brings something to the company?"

**Related activities:**  
6

**Specific objectives:**  
1, 5, 6
### 4. The business plan

**Description:**
It is the most technical of the course, because we have created a truthful documentation of our hypotheses business. It will create the foundation for creating a roadmap.

**Related activities:**
- 6

**Specific objectives:**
- 1, 2, 3, 6

**Learning time:** 12h
- Theory classes: 6h
- Self study: 6h

### 5. How and Where to look for funding

**Description:**
The search for funding is not easy because many times you are selling an idea. We will teach you how to sell the idea and who is likely to make money. We also will learn how to seek funding in public institutions.

**Related activities:**
- 6

**Specific objectives:**
- 1, 4, 6

**Learning time:** 3h
- Theory classes: 2h
- Self study: 1h

### 6. Choose staff to manage culture

**Description:**
It managing culture: Subject oriented culture and promote good from the start and what kind of people we want in the company.

**Related activities:**
- 6

**Specific objectives:**
- 1, 5, 6

**Learning time:** 3h
- Theory classes: 2h
- Self study: 1h
### 7. Implementation. Legal proceedings and other

<table>
<thead>
<tr>
<th>Learning time: 3h</th>
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<tbody>
<tr>
<td>Practical classes: 2h</td>
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<tr>
<td>Laboratory classes: 0h</td>
</tr>
<tr>
<td>Self study: 1h</td>
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</tbody>
</table>

**Description:**
It is the most practical part of the process. The first steps are crucial.

**Related activities:**
6

**Specific objectives:**
1,2,3,4,5,6
# 240506 - Entrepreneurship

## Planning of activities

| Case Studies | **Hours:** 18h  
Self study: 10h  
Practical classes: 8h |
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>The student will face on a stage of knowledge and skills acquired throughout the course toward a business situation exposed. Its solution will be discussed in class.</td>
</tr>
<tr>
<td><strong>Support materials:</strong></td>
<td>A week before each practice session, the case will be uploaded in ATENEA</td>
</tr>
<tr>
<td><strong>Descriptions of the assignments due and their relation to the assessment:</strong></td>
<td>It shipped the same day of the session. Essential to take the case to participate.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
<td>1, 2, 3, 4, 5, 6</td>
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| Lectures / Magisterial Classes | **Hours:** 28h  
Theory classes: 18h  
Self study: 10h |
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Exhibition of content by teachers with examples and press articles or other.</td>
</tr>
<tr>
<td><strong>Support materials:</strong></td>
<td>Material available in ATHENA before classe</td>
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<tr>
<td><strong>Specific objectives:</strong></td>
<td>1, 2, 3, 4, 5, 6</td>
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| Final Project Presentation | **Hours:** 20h  
Self study: 18h  
Theory classes: 2h |
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<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Students must submit in 10 minutes like a presentation for investors.</td>
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<tr>
<td><strong>Support materials:</strong></td>
<td>Subject material and recommended references</td>
</tr>
<tr>
<td><strong>Descriptions of the assignments due and their relation to the assessment:</strong></td>
<td>Oral presentation in class with a Power Point</td>
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<tr>
<td><strong>Specific objectives:</strong></td>
<td>1, 2, 3, 4, 5, 6</td>
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## FINAL EXAM

**Hours:** 11h  
- Self study: 10h  
- Theory classes: 1h

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<th>Description:</th>
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<td>Students will solve a case that can address some of the problems encountered in the classroom.</td>
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<tr>
<th>Support materials:</th>
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<tr>
<td>Students can take notes and materials deemed necessary.</td>
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<thead>
<tr>
<th>Descriptions of the assignments due and their relation to the assessment:</th>
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<tr>
<td>Resolution Exam</td>
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<th>Specific objectives:</th>
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<tr>
<td>Assess the level of acquisition of content and skills of the subject.</td>
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## Qualification system

- 25%: participation in class (videos, presentations)  
- 25%: final project/deliverable & oral presentation in class  
- 50%: Final exam

## Regulations for carrying out activities

They will be communicated at the beginning of the course.

## Bibliography

### Basic: