

Course guide

270109 - VPE - Viability of Business Projects

Last modified: 13/07/2023

Unit in charge: Barcelona School of Informatics
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INFORMATICS ENGINEERING (Syllabus 2010). (Optional subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: JOAQUIM DEULOFEU AYMAR

Others: Primer quadrimestre:
JOAQUIM DEULOFEU AYMAR - 10

PRIOR SKILLS

Students must have passed E3 or any other similar subject in the field of economy.

Students are advised to take this course towards the end of the degree.

It is convenient that students have a reasonable knowledge of the English language.

REQUIREMENTS

- Prerequisite EEE

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CSI2.1. To demonstrate comprehension and apply the management principles and techniques about quality and technological innovation in the organizations.

CSI3.1. To demonstrate comprehension of the principles of risks evaluation and apply them correctly when elaborating and executing operation plans.

CT3.2. To know and describe the main processes of the functional areas of a company and the existent links between them, which make possible the coordination and integration in a group.

CT3.3. To be able to find and interpret basic information for evaluating the economic environment of the organization.

CT3.4. To know the basic financial concepts which allow valuing the costs and benefits of a project or different alternatives, monitor a budget, control the cost, etc.

CT3.6. To demonstrate knowledge about the ethical dimension of the company: in general, the social and corporate responsibility and, concretely, the civil and professional responsibilities of the informatics engineer.

Generical:

G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.

TEACHING METHODOLOGY

The theory classes basically employ lectures and, where appropriate, provide examples of business development so that students can pick up ideas to put into practice during the project sessions.

Some of the theory classes may include a talk by an entrepreneur or director on real-life approaches to the problem under consideration.

The purpose of the lab and directed learning sessions is to help students build up their business plans. This guide details the various methodologies that will be used, which range from groups and brainstorming to marketing research over the Internet, preparation of sections of a business plan, and joint presentations by group members.

Project development will be carefully oriented and monitored to facilitate subsequent drawing up of a business plan. In addition to bibliography, students will be provided with specific articles and reading material in each of the teaching blocks. Students must read these articles and draw conclusions in order to subsequently apply these in the project planning sessions.

LEARNING OBJECTIVES OF THE SUBJECT

1. Understanding the business/company concept and the keys to success in a business start-up as well as the difficulties an entrepreneur faces both from a market and from a human perspective.
2. To recognize the role of entrepreneurs, identify their profile and the skills needed to start a new company
3. The marketing, financial, operational and human elements making up a good business plan.
4. The communication skills needed by an entrepreneur to "sell" a business start-up and the ability to convey and defend the plan
5. The ability to set priorities for a new business and to realistically appraise the business opportunities.
6. Ability to draw up a viable business plan in a rational, efficient manner.

STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	20.00
Guided activities	6,0	4.00
Hours small group	30,0	20.00
Self study	84,0	56.00

Total learning time: 150 h

CONTENTS

Introduction to key aspects of business

Description:

Introducció a l'assignatura i aspectes clau de l'activitat empresarial

The business idea/project

Description:

El concepte de negoci o projecte empresarial

Entrepreneurs; their role in society, traits, and profile

Description:

L'emprenedor; el seu paper a la societat, característiques i perfil

Analysis of business opportunities and brainstorming techniques

Description:

Anàlisi d'oportunitats de negoci i tècniques de generació de idees

From the idea to the company. Contents of the business plan

Description:

De la idea a l'empresa. Continguts del pla de negoci

Differential factors and competitors. DAFO analysis

Description:

Factors diferencials i competència. Anàlisi DAFO

Market opportunities and gaps

Description:

Oportunitat i forats de mercat

Distribution

Description:

Distribució

Communication and marketing

Description:

Comunicació i marketing

Resource requirements and technological viability

Description:

Necessitats de recursos i viabilitat tecnològica

Collaborators and team

Description:

Col·laboradors i equip humà



Sales and costs

Description:

Vendes i costos

Sources of funding and profitability

Description:

Fons de financiació i rendibilitat

"Closing" the plan. Review of the logical structure. Analysis of objections

Description:

Tancament del pla. Revisió de l'estructura lògica. Anàlisi d'objeccions

Presenting the plan. The entrepreneur as salesman. Some communication and presentation techniques

Description:

La presentació del pla. L'emprenedor com a principal venedor. Algunes tècniques de comunicació i presentació

Presentation of the plan to potential investors (role play)

Description:

Presentació del pla a possibles inversors simulats

ACTIVITIES

Introduction and team building

Full-or-part-time: 8h

Theory classes: 2h

Laboratory classes: 1h

Self study: 5h

Revising success keys to take into consideration when starting up a company

Full-or-part-time: 9h

Theory classes: 2h

Self study: 7h

Brain storming and other idea generation and business opportunity identification tools

Full-or-part-time: 11h

Theory classes: 1h

Laboratory classes: 4h

Self study: 6h



Features and profile of an entrepreneur. The experience of a young entrepreneur

Full-or-part-time: 9h

Theory classes: 2h

Laboratory classes: 1h

Self study: 6h

Strategy, competitive advantages and SWOT of the business idea. Market research

Full-or-part-time: 9h

Theory classes: 2h

Laboratory classes: 3h

Self study: 4h

Presenting the Innovative Reliable Business Idea

Specific objectives:

2, 4, 5

Related competencies :

G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.

Full-or-part-time: 9h

Guided activities: 1h

Self study: 8h

Benchmarking and strategic marketing

Full-or-part-time: 11h

Theory classes: 2h

Laboratory classes: 4h

Self study: 5h

Marketing plan and the four P's: place, product, price and promotion

Full-or-part-time: 14h

Theory classes: 4h

Laboratory classes: 4h

Self study: 6h

Financial needs analysis. Introduction to finance. The balance sheet. The P&L statement and the treasury plan

Full-or-part-time: 15h

Theory classes: 4h

Laboratory classes: 5h

Self study: 6h

Presenting the marketing plan of our company

Specific objectives:

1, 3, 5, 6

Related competencies :

G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.

Full-or-part-time: 9h

Guided activities: 1h

Self study: 8h

Financial tools for our company. Ratio analysis and tools for investors

Full-or-part-time: 14h

Theory classes: 5h

Laboratory classes: 4h

Self study: 5h

Organizational structure, legal basics and the human factor

Full-or-part-time: 10h

Theory classes: 3h

Laboratory classes: 1h

Self study: 6h

Closing the plan. Revising the check list and communication tools for entrepreneurs

Full-or-part-time: 11h

Theory classes: 3h

Self study: 8h

Presenting the business plan to a jury that simulates an investor's behavior

Specific objectives:

1, 3, 4, 6

Related competencies :

G1. ENTREPRENEURSHIP AND INNOVATION: to know and understand the organization of a company and the sciences which govern its activity; capacity to understand the labour rules and the relation between planning, industrial and business strategies, quality and benefit. To develop creativity, entrepreneur spirit and innovation tendency.

Full-or-part-time: 11h

Guided activities: 1h

Self study: 10h



GRADING SYSTEM

The assessment consists of two test exams the presentation and defense of the business plan before a jury comprising course faculty members and - optionally - another member of the teaching staff or guest professional. These three elements of evaluation have the following weight in the final note: First test 10%, second test 10%, and final project presentation 80%.

The presentation of the plan is the culmination of the term's work and therefore only those plans meeting certain minimum requirements may be publicly defended before the jury. The presentation simulates a professional setting. Accordingly, the following aspects will also be assessed: dress, formal, well-structured communication, etc.

In order to be able to publicly defend the business plan, students must have attended at least 60% of the classes and teams must have delivered on time the activities that have been planned. The plan is the result of teamwork, which will be reflected in the grade given to the group as a whole. Each member of the group will be responsible for part of the project and will be graded individually on his or her contribution.

This approach is designed to foster teamwork, in which members share responsibility for attaining a common objective.

BIBLIOGRAPHY

Basic:

- Veciana, J.M. La creación de empresas: un enfoque gerencial. La Caixa, Servicio de Estudios, 2005.
- Eguiguren Huerta, M.; Barroso García, E. Empresa 3.0: políticas y valores corporativos en una cultura empresarial sostenible. Pirámide, 2011. ISBN 9788436824766.
- Amat, O. Contabilidad y finanzas para no financieros. 2a ed. Deusto, 2008. ISBN 9788423426713.
- Cohen, W. El plan de marketing: procedimiento, formularios, estrategia y técnica. 2a ed. Deusto, 2001. ISBN 9788423418763.
- Deulofeu Aymar, J. Emprendiendo la excelencia en el retail : caso Farret: empresa sostenible. Pirámide, 2016. ISBN 9788436835731.

Complementary:

- Velasco, F. Aprender a elaborar un plan de negocio. Paidós, 2007. ISBN 9788449319716.
- Nueno, P. Emprendiendo hacia el 2020: una renovada perspectiva global del arte de crear empresas y sus artistas. Deusto, 2009. ISBN 9788423426928.
- Ludevid, M. Como crear su propia empresa: factores clave de gestión. 2a ed. Marcombo-Boixareu, 1991. ISBN 8426706592.

RESOURCES

Hyperlink:

- <http://pinnova.upc.edu>- <http://www.barcelonactiva.es>- <http://www.belbin.com>- <http://www.colorquiz.com>