

Course guide

390449 - EMPR - Entrepreneurship in the Agri-Food Sector

Last modified: 03/06/2024

Unit in charge: Barcelona School of Agri-Food and Biosystems Engineering
Teaching unit: 745 - DEAB - Department of Agri-Food Engineering and Biotechnology.

Degree: BACHELOR'S DEGREE IN AGRICULTURAL ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR'S DEGREE IN AGRICULTURAL, ENVIRONMENTAL AND LANDSCAPE ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR'S DEGREE IN BIOSYSTEMS ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR'S DEGREE IN FOOD ENGINEERING (Syllabus 2009). (Optional subject).
BACHELOR'S DEGREE IN AGRONOMIC SCIENCE ENGINEERING (Syllabus 2018). (Optional subject).
BACHELOR'S DEGREE IN LANDSCAPE ARCHITECTURE (Syllabus 2019). (Optional subject).

Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: Asturiano Montañana, Carles
Gil Roig, Jose Maria

Others: Asturiano Mantañana, Carles

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Transversal:

1. 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.
2. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

TEACHING METHODOLOGY

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LEARNING OBJECTIVES OF THE SUBJECT

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STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours small group	20,0	13.33
Hours medium group	40,0	26.67

Total learning time: 150 h

CONTENTS

THE ENTREPRENERISHIP PROCESS: FROM THE IDEA TO REALITY

Description:

Session 1

- Theory: Introduction, presentation of the subject
- Practice: Elevators speech

Session 2

- Theory: In search of the big idea
- Practice: form groups for the Business Plan, choose a topic

Session 3

- Theory: Parts of a Business Plan
- Practice: Kambas Method

Session 4

- Theory: Business Strategy Management
- Practice: Interview with an Entrepreneur

Session 5

- Practice: Team Game
- Theory: Marketing Plan
- Practice: Apply the Marketing Plan to the idea of the Business Plan

Session 6

- Theory: Business economics

Session 7

- Theory: Financial Plan
- Practice: Apply the Financial Plan to the Business idea

Session 8

- Theory: Business Valuation
- Practice: Examples assessment
- Practice: Interview with students from the previous year

Related activities:

(ENG) Activity 1: Theoretical classes.

Activity 2: Prcatical classes: Individual work and working groups

Full-or-part-time: 37h

Practical classes: 12h

Laboratory classes: 20h

Self study : 5h

THE ENTREPRENEURSHIP PLAN

Description:

Session 9

- Theory: Exposure techniques
- Practice: Games!
- Practice: Working in groups on the Business Plan

Session 10

- Theory: Types of mercantile companies and bureaucracy
- Practice: Working in groups on the Business Plan

Session 11

- Theory: Financing
- Practice: Working in groups on the Business Plan

Session 12

- Theory: Franchise
- Practice: Working in groups on the Business Plan

Session 13

- Practice: prejudices about undertaking
- Theory: Corporate Venture
- Practice: Working in groups on the Business Plan

Session 14

- Practice: role play
- Theory: SME vs Large Company
- Practice: Working in groups on the Business Plan

Session 15

- Practice: Essay presentation

Session 16

- Practice: Final presentation

Related activities:

Activity 1: Theoretical classes

Activity 3: Elaboration of a entrepreneurship Plan (monitoring and final presentation)

Full-or-part-time: 83h

Practical classes: 12h

Self study : 71h

ACTIVITIES

ACTIVITY 1: TheoreticalClasses

Full-or-part-time: 27h

Self study: 2h

Practical classes: 25h



ACTIVITYT 2: Practical classes: Individual work and working groups

Full-or-part-time: 32h

Self study: 2h

Laboratory classes: 30h

ACTIVITY 3: Elaboration of a Entrepreneurship Plan (monitoring and final presentation)

Full-or-part-time: 20h

Self study: 15h

Practical classes: 5h

GRADING SYSTEM
