

Course guide

250964 - ESPEMPENG - Entrepreneurship

Last modified: 28/03/2024

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

Degree: MASTER'S DEGREE IN NUMERICAL METHODS IN ENGINEERING (Syllabus 2012). (Compulsory subject).
ERASMUS MUNDUS MASTER'S DEGREE IN COMPUTATIONAL MECHANICS (Syllabus 2013). (Optional subject).

Academic year: 2023 **ECTS Credits:** 5.0 **Languages:** English

LECTURER

Coordinating lecturer: FRANCESC XAVIER BELLES ROS

Others: FRANCESC XAVIER BELLES ROS

TEACHING METHODOLOGY

The course consists of 1.5 hours per week of classroom activity (large size group).

The 1.5 hours in the large size groups are devoted to theoretical lectures, in which the teacher presents the basic concepts and topics of the subject, shows examples and solves exercises.

The rest of weekly hours devoted to laboratory practice.

Support material in the form of a detailed teaching plan is provided using the virtual campus ATENEA: content, program of learning and assessment activities conducted and literature.

Although most of the sessions will be given in the language indicated, sessions supported by other occasional guest experts may be held in other languages.

LEARNING OBJECTIVES OF THE SUBJECT

What is an entrepreneur and what is his or her importance within the company?

* Identify the mechanisms of organisation and growth in a company and learn to manage its growth. * Identify the mechanisms of failure in a company or project and establish measures to avoid it.

- * Aspects of business initiative.
- * The structure and presentation of opportunities
- * The resources and structures of finances
- * People and teams
- * How to manage companies in an international level
- * Short and long term management of growth
- * Generation and purchase
- * To keep the flow of ideas within a company, case studies
- * Identification of opportunities and business plans
- * Financial sources and their structuring

Learning Resources:



STUDY LOAD

Type	Hours	Percentage
Hours medium group	9,8	7.83
Hours large group	25,5	20.38
Hours small group	9,8	7.83
Self study	80,0	63.95

Total learning time: 125.1 h

CONTENTS

Areas and functions in business

Description:

Introduction. Areas and functions in business

Full-or-part-time: 6h

Theory classes: 2h 30m

Self study : 3h 30m

The entrepreneur's personality

Description:

The entrepreneur's personality

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

The business idea. How to spot it.

Description:

The business idea. How to spot it.

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

Elements of business policy

Description:

Elements of business policy

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

Business model. Contents of a business plan.

Description:

Business model. Contents of a business plan.

Team work for the creation of a business plan draft

Full-or-part-time: 51h 36m

Theory classes: 1h 30m

Laboratory classes: 20h

Self study : 30h 06m

Costs and prices

Description:

Costs and prices

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

Elements of Marketing

Description:

Elements of Marketing

Full-or-part-time: 8h 24m

Theory classes: 3h 30m

Self study : 4h 54m

Financial accounting

Description:

Financial accounting

Full-or-part-time: 8h 24m

Theory classes: 3h 30m

Self study : 4h 54m

Corporate finance

Description:

Corporate finance

Full-or-part-time: 6h

Theory classes: 2h 30m

Self study : 3h 30m



Financial resources

Description:

Financial resources

Full-or-part-time: 6h

Theory classes: 2h 30m

Self study : 3h 30m

Operations

Description:

Operations

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

Human Resources

Description:

Human Resources

Full-or-part-time: 3h 35m

Theory classes: 1h 30m

Self study : 2h 05m

GRADING SYSTEM

The mark of the course is obtained from the ratings of continuous assessment and their corresponding laboratories and/or classroom computers.

Continuous assessment consist in several activities, both individually and in group, of additive and training characteristics, carried out during the year (both in and out of the classroom).

The teachings of the laboratory grade is the average in such activities.

The evaluation tests consist of a part with questions about concepts associated with the learning objectives of the course with regard to knowledge or understanding, and a part with a set of application exercises.

EXAMINATION RULES.

Failure to perform a laboratory or continuous assessment activity in the scheduled period will result in a mark of zero in that activity.

BIBLIOGRAPHY

Basic:

- Birley, S.; Muzycka, D. Mastering enterprise : your single-source guide to becoming an entrepreneur. Harlow: Financial Times Prentice Hall, 1997. ISBN 9780273631279.

Complementary:

- Bridge, S.; O'Neill, K. Understanding enterprise : entrepreneurship and small business. 4th ed. Palgrave Macmillan, 2013. ISBN

9780230308091.