220116 - Business Start-Up and Organisation

Coordinating unit: 205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: BACHELOR'S DEGREE IN INDUSTRIAL TECHNOLOGY ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)
ECTS credits: 3

Teaching languages: Catalan, Spanish

Coordinator: JORDI PRATS MORENO

Opening hours

Timetable: It will be reported at the beginning of the quarter, depending on the class schedule.

Prior skills

To follow up on this subject no specific prior knowledge is required, with the exception of Athena platform domain. Due to the structure of the course, the knowledge of some concepts (marketing and finance, for example), will facilitate the student's work.

Degree competences to which the subject contributes

Specific:
1. Applied knowledge of business organisation

Transversal:
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**Teaching methodology**

The teaching methodology is divided into three parts:

Lectures presenting the content.

Practical working sessions (cases and practical exercises).

Independent work and study exercises and activities.

In the sessions of exposure of content, teachers will introduce the theoretical foundations of the subject, concepts, methods and results illustrated with suitable examples to facilitate understanding.

In the practical work sessions in the classroom, the teacher will guide the student in the application of the theoretical concepts for the resolution of cases and problems, based at all times critical reasoning. Exercises will be proposed that the students solve in the classroom and outside the classroom, to promote the contact and use of the basic tools needed to solve problems.

Student, independently or in group (depending on each case), has to work the material provided by the teacher and the result of the working sessions, and fix problems to assimilate concepts. The faculty will provide a curriculum and activity tracking (ATENEA).

**Learning objectives of the subject**

The subject is oriented to know how to generate a Startup from an initial idea, following the Lean Startup method with its phases and elaborate a Business Plan.

**Study load**

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 16h</th>
<th>21.33%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 14h</td>
<td>18.67%</td>
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<tr>
<td></td>
<td>Self study: 45h</td>
<td>60.00%</td>
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</tbody>
</table>
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## Content

<table>
<thead>
<tr>
<th>Module 1. Introduction. The company</th>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td>The Lean Startup Method.</td>
<td>Practical classes: 1h</td>
</tr>
<tr>
<td>The analysis of business situations through the case method.</td>
<td>Self study : 2h</td>
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<table>
<thead>
<tr>
<th>Module 2. The idea and business opportunity</th>
<th>Learning time: 22h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Theory classes: 4h 30m</td>
</tr>
<tr>
<td>· The business idea. Start of the Lean Startup project.</td>
<td>Practical classes: 4h</td>
</tr>
<tr>
<td>· Methods of generating ideas. Observation of the environment, economic life, the work environment, daily life, social changes, the ideas of others, personal interests and hobbies, the defection of current employment.</td>
<td>Self study : 14h</td>
</tr>
<tr>
<td>· Idea and business opportunity. Validation of the business idea.</td>
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<tr>
<td>· Moving from an idea to a specific project.</td>
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<tr>
<td>· Internal and external analysis. SWOT matrix and strategy. Company Goals.</td>
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### Specific objectives:

Upon completion of the study of this module the student should be able to:

1. Describe a systematic way the origin of the creation of a company: the idea. Provide references and concepts stimulation techniques of creativity.
2. Propose a classification for generating ideas.
3. Studying various entrepreneurial profiles. Compare the figure of the entrepreneur entrepreneur. Exposing examples.
4. Study and propose mechanisms for selecting ideas.
5. Knowing the difference between business idea and business opportunity. Evaluate business opportunities.
6. Know some useful tools for the planning of business strategy and environment analysis.
## Module 3. Long-term decisions: legal form, choice of name, location

**Learning time:** 16h 30m
- Theory classes: 3h 30m
- Practical classes: 3h
- Self study: 10h

**Description:**
- Introduction: long-term decisions.
- Choice of legal form. Classification legal criteria. Main types of legal forms: public limited company, limited liability company, Civil SNE cooperative.
- Location. Constraints, factors and methods of industrial location.
- Choice of company name. The process for creating names for the company.

**Specific objectives:**
- Upon completion of the study of this module the student should be able to:
  1. Knowing the characteristics of the different legal forms in order to choose the most appropriate in the maceration of a company.
  2. Know the concepts of names and brands, to create a company.
  3. Knowing the most common qualitative methods for locating a business.

## Module 4. The Marketing Plan

**Learning time:** 10h 30m
- Theory classes: 2h 30m
- Practical classes: 2h
- Self study: 6h

**Description:**
- Phases for the coordination of market research.
- Distribution: channels of distribution functions and types
- The product. Image and product attributes.
- Advertising and sales. Plan advertising. POS Study: merchandising.

**Specific objectives:**
- Upon completion of the study of this module the student should be able to:
  1. Describe market players: buyers, specifiers and competitors.
  2. Knowing the techniques of market research, focusing on methodological issues and pointing their specific utility.
  3. Define and classify the product. Establish and present their attributes.
  4. Know the strategies and alternatives to determining pricing policies.
  5. Understand the elements involved in the distribution.
  6. Establish communication plan and budget for the future company.
### Module 5. Human Resources and Organizational Structure

<table>
<thead>
<tr>
<th>Learning time: 4h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory classes: 1h</td>
</tr>
<tr>
<td>Practical classes: 1h</td>
</tr>
<tr>
<td>Self study : 2h</td>
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</tbody>
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**Description:**
- Introduction: human resources in the company.
- Workplace design and coordination.

**Specific objectives:**
Upon completion of the study of this module the student should be able to:

1. Knowing the contents of an analysis and description of jobs, justifying their usefulness, information derived from it and its format.
2. Know the parts of an organization and the types of organizational structures and the fundamental mechanisms of coordination of an organization.

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### Module 6. Economic and Financial Plan

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<tr>
<th>Learning time: 17h 30m</th>
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<tbody>
<tr>
<td>Theory classes: 3h 30m</td>
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<tr>
<td>Practical classes: 3h</td>
</tr>
<tr>
<td>Self study : 11h</td>
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**Description:**
- Introduction.
- Pension Financial Statements: Income Statement and Balance Sheet (for years).
- Analysis of the investment project: NPV, IRR, Pay Back
- Measures control pension: Altman test, Beaver research, Pares unbundling.
- Formula funding · Company: Long (mortgage loans and lesaing) and short term.

**Specific objectives:**
Upon completion of the study of this module the student should be able to:

2. Refine the risk to take, and to what income levels lies the business project.
3. Designing a balanced financial statements, suitable for presentation to potential investors or banks.
4. April. Knowing some basic tools to measure “health” economic and financial of the company in the initial phase and analysis tools for the investment projects of creation of the company.
The evaluation of this subject will consist of two parts:
1. Written exam of concepts and practical contents (resolution of cases).
2. Delivery of personal or group work.

Detail of the evaluation
1. Written exam of concepts and practical contents (resolution of cases).
   Two partials will be made with eliminatory matter for each partial. There will be no final exam of the whole subject.
   - Part 1: You will have 2 parts. Conceptual exam: 17.5% of the mark + Exam of practical contents: 12.5% of the mark = 30% of the mark
   - Part 2: You will have 2 parts. Conceptual exam: 17.5% of the mark + Exam of practical contents: 12.5% of the mark = 30% of the mark

2. Delivery of personal or group work.
   Delivery of work during the course (CANVAS and COMMERCIAL PRESENTATION): 10% of the grade
   Startup (written final job): 20% of the mark
   Promotional video of the Startup product: 10% of the note

Periods of the evaluations
The 1st part will be held in the period for the 1st part. In one day, in the same exam, conceptual and practical contents. The 2nd part will be done in the period for the final exam. In one day, in the same exam, conceptual and practical contents. The deadline of the works will be communicated by the teacher through ATENEA at the start of the quarter.

Reconciling unsatisfactory results:
There will be only one part-time renewal, with a new assessment test with a similar format (It will have 2 parts. Conceptual exam: 17.5% of the mark + Practical content exam: 12.5% of the mark = 30% of the mark). Students with grades below 6 may be presented in the 1st partial exam. The final grade of this exam will be the best of both. The reconsideration test will be done before the 2nd part, in the classroom and in class hours with a maximum duration of 45 minutes. You will be notified through Atenea.

Bibliography

Basic: