**Course guide**  
**240506 - 240506 - Entrepreneurship**

- **Unit in charge:** Barcelona School of Industrial Engineering  
- **Teaching unit:** 732 - OE - Department of Management.  
- **Degree:** BACHELOR’S DEGREE IN INDUSTRIAL TECHNOLOGY ENGINEERING (Syllabus 2010). (Optional subject).  
- **Academic year:** 2022  
- **ECTS Credits:** 3.0  
- **Languages:** Catalan

**LECTURER**

- **Coordinating lecturer:** Gema Calleja  
- **Others:** Ivan Argiles Paris

**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>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>45,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>30,0</td>
<td>40.00</td>
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</tbody>
</table>

**Total learning time:** 75 h
## CONTENTS

<table>
<thead>
<tr>
<th>1. Who can be an entrepreneur</th>
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<tr>
<td><strong>Description:</strong></td>
</tr>
<tr>
<td>It is important to know who can be an entrepreneur and what kind. To Distinguish businessman, entrepreneur and professional. To Search the skills of the students in this regard.</td>
</tr>
<tr>
<td><strong>Specific objectives:</strong></td>
</tr>
<tr>
<td>1, 6</td>
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<tr>
<td><strong>Related activities:</strong></td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td><strong>Full-or-part-time:</strong> 3h</td>
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<tr>
<td>Theory classes: 2h</td>
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<tr>
<td>Self study : 1h</td>
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### (ENG) 2. La concepció de la idea: Missió i visió del projecte

| **Description:** |
| We will work the business idea and its viability. How to identify good ideas from bad ones. How to create a good business model. |
| **Specific objectives:** |
| 1, 2, 6 |
| **Related activities:** |
| 6 |
| **Full-or-part-time:** 3h |
| Theory classes: 2h |
| Self study : 1h |

<table>
<thead>
<tr>
<th>3. Selection of team members and partners</th>
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<tbody>
<tr>
<td><strong>Description:</strong></td>
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<tr>
<td>One of the most important parts, the choice of traveling companions. One is that students can answer questions like &quot;what we are looking from a partner? Why him and not another? It brings something to the company?</td>
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<tr>
<td><strong>Specific objectives:</strong></td>
</tr>
<tr>
<td>1,5,6</td>
</tr>
<tr>
<td><strong>Related activities:</strong></td>
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<tr>
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<td>Theory classes: 2h</td>
</tr>
<tr>
<td>Self study : 1h</td>
</tr>
</tbody>
</table>
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.

Specific objectives:
1,2,3,6

Related activities:
6

Full-or-part-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.

Specific objectives:
1,4,6

Related activities:
6

Full-or-part-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.

Specific objectives:
1,5,6

Related activities:
6

Full-or-part-time: 3h
Theory classes: 2h
Self study: 1h
7. Implementation. Legal proceedings and other

**Description:**

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

**Specific objectives:**

1, 2, 3, 4, 5, 6

**Related activities:**

6

**Full-or-part-time:** 3h

Practical classes: 2h

Self study : 1h

### ACTIVITIES

#### CASE STUDIES

**Description:**

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.

**Specific objectives:**

1, 2, 3, 4, 5, 6

**Material:**

A week before each practice session, the case will be uploaded in ATENEA

**Delivery:**

It shipped the same day of the session. Essential to take the case to participate.

**Full-or-part-time:** 18h

Practical classes: 8h

Self study: 10h

#### LECTURES / MAGISTERIAL CLASSES

**Description:**

Exhibition of content by teachers with examples and press articles or other.

You can consider specific talks on some theoretical level management in the course of the

**Specific objectives:**

1, 2, 3, 4, 5, 6

**Material:**

Material available in ATHENA before classe

**Full-or-part-time:** 28h

Theory classes: 18h

Self study: 10h
FINAL PROJECT PRESENTATION

Description:
Students must submit in 10 minutes like a presentation for investors.

Specific objectives:
1, 2, 3, 4, 5, 6

Material:
Subject material and recommended references

Delivery:
Oral presentation in class with a Power Point

Full-or-part-time: 20h
Theory classes: 2h
Self study: 18h

FINAL EXAM

Description:
Students will solve a case that can address some of the problems encountered in the classroom.

Specific objectives:
Assess the level of acquisition of content and skills of the subject.

Material:
Students can take notes and materials deemed necessary.

Delivery:
Resolution Exam

Full-or-part-time: 11h
Theory classes: 1h
Self study: 10h

GRADING SYSTEM

25 %: final project 1
25% : final project 2
50% : Final exam

EXAMINATION RULES.

They will be comunicated at the beginning of the course

BIBLIOGRAPHY

Basic: