



Course guide

220116 - COE - Business Start-Up and Organisation

Last modified: 19/04/2023

Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INDUSTRIAL TECHNOLOGY ENGINEERING (Syllabus 2010). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: JORDI PRATS MORENO

Others:

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:

CE17-INDUS. Applied knowledge of business organization. (Common module in the industrial branch)

Transversal:

2. ENTREPRENEURSHIP AND INNOVATION - Level 3. Using knowledge and strategic skills to set up and manage projects. Applying systemic solutions to complex problems. Devising and managing innovation in organizations.

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

Type	Hours	Percentage
Self study	45,0	60.00
Hours large group	16,0	21.33
Hours medium group	14,0	18.67

Total learning time: 75 h

CONTENTS

Module 1. Introduction. The company

Description:

The Lean Startup Method.
The analysis of business situations through the case method.

Full-or-part-time: 4h

Theory classes: 1h
Practical classes: 1h
Self study : 2h

Module 2. The idea and business opportunity

Description:

- The business idea. Start of the Lean Startup project.
- 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.
- Idea and business opportunity. Validation of the business idea.
- Moving from an idea to a specific project.
- Internal and external analysis. SWOT matrix and strategy. Company Goals.

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.
- Two. Propose a classification for generating ideas.
3. Studying various entrepreneurial profiles. Compare the figure of the entrepreneur entrepreneur. Exposing examples.
- April. Study and propose mechanisms for selecting ideas.
- May. Knowing the difference between business idea and business opportunity. Evaluate business opportunities.
- June. Know some useful tools for the planning of business strategy and environment analysis.

Full-or-part-time: 22h 30m

Theory classes: 4h 30m
Practical classes: 4h
Self study : 14h



Module 3. Long-term decisions: legal form, choice of name, location

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.
- The mark. Objectives of brands. Characteristics of a good brand.

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.
- Two. Know the concepts of names and brands, to create a company.
3. Knowing the most common qualitative methods for locating a business.

Full-or-part-time: 16h 30m

Theory classes: 3h 30m

Practical classes: 3h

Self study : 10h

Module 4. The Marketing Plan

Description:

- Introduction: the market. Market players: consumer, purchaser, prescriber. competition.
- Phases for the coordination of market research.
- The price. Pricing Strategies. Discounts. Price Discrimination.
- 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.
- Two. 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
- April. Know the strategies and alternatives to determining pricing policies.
- May. Understand the elements involved in the distribution.
- June. Establish communication plan and budget for the future company.

Full-or-part-time: 10h 30m

Theory classes: 2h 30m

Practical classes: 2h

Self study : 6h



Module 5. Human Resources and Organizational Structure

Description:

- Introduction: human resources in the company.
- Workplace design and coordination.

Creation of business and organizational structures. Parts of coordination. Types of structures. Fundamental mechanisms of coordination.

- Formal structure: organizational charts. Informal structure of the company. The organization as a system of regulated flows. Labor constellations. Overview.

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.
- Two. Know the parts of an organization and the types of organizational structures and the fundamental mechanisms of coordination of an organization.

Full-or-part-time: 4h

Theory classes: 1h

Practical classes: 1h

Self study : 2h

Module 6. Economic and Financial Plan

Description:

- Introduction.
 - Pension Financial Statements: Income Statement and Balance Sheet (for years).
 - Financing Plan. Treasury Plan.
 - Analysis of the investment project: NPV, IRR, Pay Back
 - Control measures: economic and financial ratios. Balanced structure of a balance.
 - 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:

1. Prepare all necessary documents Business Plan: Pension Income Statement, Balance Sheet Cash Pension and Welfare.
- Two. 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.
- 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.

Full-or-part-time: 17h 30m

Theory classes: 3h 30m

Practical classes: 3h

Self study : 11h

GRADING SYSTEM

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:

- Rajadell, Manel. Creación de empresas [on line]. 3ª ed. Barcelona: Edicions UPC, 2009 [Consultation: 18/04/2023]. Available on: <http://hdl.handle.net/2099.3/36602>. ISBN 9788498803747.

- Ries, Eric. El método Lean Startup: cómo crear empresas de éxito utilizando la innovación continua. Barcelona: Deusto, 2012. ISBN 9788423409495.