

Academic Year: ( 2017 / 2018 )

Review date: 20-04-2017

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

With this subject, students will develop their understanding of the decisions, processes and practical problems involving the implementation of a business project, and acquire skills useful for the effective implementation of a business plan. To do this, they will learn through knowledge of real entrepreneurial experiences.

- Ability to perform creative thinking that allows the generation and development of ideas that add value to new business projects.
- Ability to understand, analyze and solve complex problems related to commissioning, expansion and consolidation of a business project from extensive knowledge of advanced tools of business management.
- Ability to develop a business concept and translate it into a, detailed, rigorous, realistic and effective comprehensive business plan that will allow the implementation of the business project.
- Ability to critically analyze cases of actual companies and draw from them conclusions relevant to business practice

## DESCRIPTION OF CONTENTS: PROGRAMME

Lean methodology  
 New methodologies launch companies  
 Ways to get funding for a new company  
 Market analysis and marketing of products or services  
 The growth and consolidation of the new company

## LEARNING ACTIVITIES AND METHODOLOGY

Seminars for entrepreneurs and other professionals entrepreneurship.

Methodology: Presentations by entrepreneurs and professionals. Upon completion of the presentations, a debate among students, under the moderation of the teacher, for the analysis of lessons that can be drawn from the session opens.

Written works:

Methodology: Individual work in which student must collect and analyze the main lessons learned from each of the sessions.

## ASSESSMENT SYSTEM

The subject will be assessed from three components:

Oral participation in the sessions: 30%. conciseness and relevance of interventions will be valued

Oral presentation of case studies: 30%

Written work: 40%

The assessment in the extraordinary examination is based on the final project submitted (100%)

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

## BASIC BIBLIOGRAPHY

- Ries, E. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. , Crown Publishing, New York. , 2011

- Rodríguez Márquez, A., Nieto, M.J., Fernández, Z. y Revilla Torrejón, A. Manual de creación de empresas, Civitas, 2014

#### ADDITIONAL BIBLIOGRAPHY

- Cooper, B. & Vlaskovits, P. The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets. , John Wiley & Sons Inc. , 2013
- Womack, J.P. & Jones, D.T. Lean Thinking: Banish Waste and Create Wealth in Your Corporation, Simon & Schuster, 2003