

Academic Year: ( 2017 / 2018 )

Review date: 02/04/2017 11:32:50

Department assigned to the subject: Business Administration Department

Coordinating teacher: SANCHEZ BUENO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

No special requirement.

**OBJECTIVES**

- To identify and discuss the most commonly cited characteristics found in successful entrepreneurs.
- To define and illustrate the sources of innovative ideas for entrepreneurs.
- To present key factors involved in new-venture development.
- To study the market for venture capital and to review venture capitalist's evaluation criteria for new ventures
- To define a business plan and demonstrate its value.

**DESCRIPTION OF CONTENTS: PROGRAMME**

- Individual and corporate entrepreneurial mindset
- Opportunity identification: creating new ventures
- Developing the venture concept
- Defining the business model
- Search for entrepreneurial capital
- Business plan for new ventures

**LEARNING ACTIVITIES AND METHODOLOGY**

The course will be based on case studies, readings, some presentations, and, above all, the debate and the exchange of ideas and experiences. Throughout the course, students will be asked to make presentations on the different topics and will be encouraged to bring their insights and thoughts on the materials assigned into class discussion.

**ASSESSMENT SYSTEM**

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

Students will be evaluated based on the following criteria:

**ORDINARY CALL:**

- Class participation and homework: 40%
- Final Exam: 60%

**EXTRAORDINARY CALL:**

## Alternative 1:

- Class participation and homework: 40%
- Final Exam: 60%

## Alternative 2:

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40
- Final exam (100%).	

Students can choose the alternative that benefits them the most.

#### BASIC BIBLIOGRAPHY

- Kuratko, D.F. Introduction to entrepreneurship., South-Western Cengage Learning., 2009

#### ADDITIONAL BIBLIOGRAPHY

- Kariv, D. Entrepreneurship. An international introduction. , Routledge, 2011
- Meyer, Mark H. Meyer & Crane, F. G. Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures, Sage, 2011