

Academic Year: (2019 / 2020)

Review date: 22-03-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: SANCHEZ BUENO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Essentials of business.

OBJECTIVES

Knowledge-based competences:

- Know the main theoretical and empirical tools to create, develop and implement a business project.
- Learn key aspects of different decision areas (HR, marketing, finance, etc.) applicable to new ventures.

Skills:

- Ability to identify business ideas.
- Ability to manage with ease various information sources.
- Ability to design, plan and start a business project.
- Ability to develop management skills, negotiation skills and leadership spirit.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Entrepreneurship. The role of the entrepreneur
2. Business ideas. Identification and evaluation
3. Business plan. Strategic plan.
4. Business plan. Marketing plan.
5. Business plan. Operations and RH plan.
6. Business plan. Financial plan.

LEARNING ACTIVITIES AND METHODOLOGY

The learning activities to be developed are aimed at stimulating and training students in the field of entrepreneurship. To achieve this goal the following resources teaching are proposed:

- Lectures: clear and systematic explanations of the contents of the different aspects of entrepreneurship.
- Practical case studies, exercises and applications of different stages of the business plan, where the students take an active role.
- Development of a business plan, in which students reflect their business idea, viability and implementation of the business project.

For the office hours, timetable, the regulation will be following.

ASSESSMENT SYSTEM

The final exam will represent 60% of the final grade (a minimum grade of 4 in the exam is required in order to pass the course).

Development, resolution and discussion of case studies represent 10% of the final grade.

Business plan development represents 30% of the final grade.

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

ADDITIONAL BIBLIOGRAPHY

- Bermejo, M., de la Vega, I Crea tu propia empresa, McGraw-Hill, 2010
- Priede Bergamini, T. et al. Creación y desarrollo de empresas, Pirámide, 2010

