Entrepreneurship and small business management

Academic Year: (2019 / 2020) **Review date: 14-03-2019**

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Fundamentals of business administration.
Knowledge about the functional areas of the company: operations, marketing and finance.

OBJECTIVES

Of knowledge:
- Acquire the necessary knowledge to create, develop and implement a business project.
- In-depth knowledge of small businesses and their specific problems, as well as their management methods.
- Learn essential aspects of the different areas of the company (legal, fiscal, financial, etc.), applicable to the creation of companies and management of SMEs.

Abilities:
- Recognize business opportunities
- Handle with ease various sources of information.
- Design, plan and start a business project
- Develop management skills, negotiation skills and leadership spirit.

Attitudes:
- Promote and encourage entrepreneurship in the student
- Print a critical vision of the different strategic decisions of an SME facing the different challenges business

DESCRIPTION OF CONTENTS: PROGRAMME

Part I. Company creation
1. Entrepreneurship. Qualities of the entrepreneur.
2. Business opportunities: identification and evaluation.
3. Business ideas: development of innovative ideas and initial feasibility analysis.
4. The business plan: design, structure and purpose.
5. Elaboration of the business plan.

Part II Management of SMEs
1. The role of SMEs in the current economy.
2. The director-owners. The management of human resources in small businesses.
3. Financing and cash management available in SMEs.
4. Growth strategies. The role of agreements and relationships for SMEs.
5. Internet business and the use of ICT in SMEs.

LEARNING ACTIVITIES AND METHODOLOGY

The training activities that are intended to be developed are aimed at stimulating and exercising students in the field of business creation and management of SMEs. To achieve this, the following resources are proposed didactic:
- Theoretical classes: Clear and systematic exposition of the contents of the subject.
- Practical classes of case studies, exercises and applications of different phases of the business project, in which resolution the student take an active part.
- Seminars of entrepreneurs or other professionals linked to different business initiatives.
- Development of a business plan, where the student will capture the business idea, its feasibility and implementation.

ASSESSMENT SYSTEM

The acquisition of knowledge competences will be evaluated by means of a test at the end of the semester, which will represent 60% of the final grade (a 4 out of 10 is required in the exam to pass the subject).
The degree of participation of the student in the sessions will be valued, as well as their skills and abilities in the development, resolution and discussion of the practical cases of the different subjects, in 10% of the final grade.
Through the realization of the business project will be evaluated the relative competences of knowledge as well as the skills and attitudes pursued. It represents 30% of the final grade.

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Rodríguez Márquez, A., Nieto, M.J., Fernández, Z. y Revilla Torrejón, A.. Manual de creación de empresas. De la oportunidad a la puesta en marcha, Civitas, 2014