

## Entrepreneurship

Academic Year: ( 2021 / 2022 )

Review date: 08-06-2021

Department assigned to the subject: Department of Business Administration

Coordinating teacher: SANCHEZ BUENO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

- Understanding the entrepreneurship field
- Understanding how to generate and evaluate business ideas
- Understanding how to build an effective business plan
- Understanding how to develop the strategic plan
- Understanding how to develop the marketing plan
- Understanding how to develop other major section of the business plan. Financial plan

Link to document

## DESCRIPTION OF CONTENTS: PROGRAMME

- Introduction to Entrepreneurship
- Generation and assessment of business ideas
- Business model
- The business plan
- The strategic plan
- The marketing plan
- Other major sections of the business plan. Financial plan

## LEARNING ACTIVITIES AND METHODOLOGY

The class will combine the exposition of theoretical concepts with the pedagogical use of case studies that will serve as illustration of the concepts.

The students are required to prepare readings and cases in advance and to be actively involved in class discussions. During the course, the students will develop a business idea in teams (strategic and marketing plan).

## ASSESSMENT SYSTEM

- Case studies/readings: 20%
- Final project: 25%
- Final exam: 55%

**% end-of-term-examination:** 55

**% of continuous assessment (assignments, laboratory, practicals...):** 45

## BASIC BIBLIOGRAPHY

- Welsh, D. H.B., & Carraher, S. M. Cases in Global Entrepreneurship (4th ed.), Kendall-Hunt, 2021
- Barringer, B. R Preparing effective business plans. An entrepreneurial approach, Pearson, 2015
- Hart, J. D. Classroom exercises for entrepreneurship. A cross-disciplinary approach, Edward Elgar Publishing, 2021
- Hisrich, R. D., Peters, M. P., Shepherd, D. A Entrepreneurship, McGrawHill, 2017
- Kuratko, D. F Introduction to entrepreneurship, CENGAGE Learning, 2009
- Meyer, M. H., Crane, F. G Entrepreneurship, Sage, 2011
- Welsh, D. H.B., & Carraher, S. M. Global entrepreneurship (4th ed.), Kendall-Hunt, 2021

## ADDITIONAL BIBLIOGRAPHY

- Crane, F. G. Marketing for entrepreneurs, Sage, 2013
- Longenecker, J. G., Petty, J. W., Palich, L. E., Hoy, F Small business management. Launching and growing entrepreneurial ventures, CENGAGE Learning, 2017

