

Creation of technology-based companies in the financial sector

Academic Year: (2021 / 2022)

Review date: 09-06-2021

Department assigned to the subject: Mechanical Engineering Department

Coordinating teacher: NIETO SANCHEZ, MARIA JESUS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

No requirements

OBJECTIVES

COMPETENCES:

- Know the main theoretical and empirical tools to create, develop and implement a business project.
- Ability to identify business opportunities
- Ability to manage with ease various information sources.
- Ability to develop management skills, negotiation skills and leadership spirit.

LEARNING RESULTS

1. Understand the key factors of innovative companies.
3. Have criteria to address the risk of being an entrepreneur in the financial industry.
4. Develop and present business ideas

DESCRIPTION OF CONTENTS: PROGRAMME

1. Business venturing: Firm and entrepreneur.
2. Identifying and evaluating business opportunities in financial sectors
3. Business idea: creativity, innovation and value propositions
4. Best practices and innovation in financial business models
5. Methodologies for generating new business models
6. Initial viability analysis: product, market, organization, legal-fiscal and economic-financial
7. Business plan: design, structure and purpose

ASSESSMENT SYSTEM

Final exam: 60%

Continuous evaluation: 40%: includes the individual and team work and class participation

% end-of-term-examination: 60**% of continuous assessment (assignments, laboratory, practicals...):** 40

BASIC BIBLIOGRAPHY

- Chishti, S., & Barberis, J. The Fintech book: The financial technology handbook for investors, entrepreneurs and visionaries. , John Wiley & Sons., 2016
- Rodríguez Márquez, A., Nieto, M.J, Fernández, Z., Revilla, A. Manual de creación de empresas. De la oportunidad a la puesta en marcha, Civitas, 2014

ADDITIONAL BIBLIOGRAPHY

- Chaston, I. Technological Entrepreneurship: Technology-Driven vs Market-Driven Innovation, Palgrave Macmillan,, 2017