

Academic Year: (2021 / 2022)

Review date: 10-06-2021

Department assigned to the subject:

Coordinating teacher: RODRIGUEZ MARQUEZ, ALICIA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

OBJECTIVES

This subject focuses on teaching students to realize a creative business idea into a business reality, focusing on the development of the operational aspects of this process. Specifically, this material is intended that students acquire the following skills:

Specific skills:

- Ability to understand, analyze and solve complex problems related to commissioning, expansion and consolidation of a business project from extensive knowledge of advanced tools of business management.
- Ability to successfully manage a business project in diverse and multicultural environments and in different institutional frameworks.
- Ability to plan and manage complex projects involving a number of different tasks.
- Ability to critically analyze public policies to promote entrepreneurship, being able to make efficient use of support mechanisms made available to the entrepreneur by the various public institutions.
- Ability to critically analyze cases of actual companies and draw from them conclusions relevant to business practice.
- Ability to understand the basics of entrepreneurship, the main determinants of its development and results

DESCRIPTION OF CONTENTS: PROGRAMME

Transforming a business idea into a business reality is a process that must be completed successfully develop methodically and using the right tools. The content of this course focuses on publicizing such support tools, with a focus on practice rather than to the technique. Specifically, the topics will cover the subject are as follows:

The entrepreneurial process: the nature and sequence of the birth of a business.

The activity centered centered services versus products.

The transformation of a business into a business reality. strategic design decisions, capacity, location and plant layout. operational control decisions efficiency and quality.

Tools for planning the development of a new business project.

Tools to support decision making in uncertainty.

Design Thinking

LEARNING ACTIVITIES AND METHODOLOGY

Classroom activities:

a) Theoretical classes:

Methodology: Lectures with support and audiovisual media, in which the main concepts of the subject will be developed. It will be provided to students materials (references, supporting materials, etc.) necessary to facilitate the learning of the subject.

b) Practical classes:

Methodology: Resolution in class under teacher supervision, exercises and practical cases related to the subject.

These exercises and assumptions have been previously prepared by the students, so the class will proceed to discuss the various possible solutions.

c) Tutorials:

Methodology: Planning and discussion of issues related to the content of matter and raised by students, which may constitute doubts or simply curiosities of general interest. These sessions can be made individually or collectively in the classroom well.

d) Review:

Methodology: Performing an assessment of the contents of the subject, which will include theoretical

and practical issues about it.

personal work:

a) Resolution of exercises and practical cases:

Methodology: Solving exercises and extracted from the business reality raised in the sessions practical cases. They solved individually or in teams, as appropriate, and must be prepared for both delivery in writing to the teacher and his oral defense in the next class time.

b) Study

ASSESSMENT SYSTEM

The following are established as elements student assessment, aimed at verifying the acquisition of skills cited,:

Class participation (5%)

Project and practical cases (35%)

Theoretical and practical final exam (60%)

The assessment extraordinary examination will be 100% the result obtained in the test.

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

- Hisrich, R.D., Peters, M.P. y Shepherd, D.E. Entrepreneurship, McGraw-Hill, 2013

ADDITIONAL BIBLIOGRAPHY

- Barringer, B.R. y Ireland, R.D. Entrepreneurship, successfully launching new ventures., Pearson, 2012

- Bygrave, W. y Zacharakis, A. Entrepreneurship. , John Wiley & Sons, Inc., USA., 2011