Digital Entrepreneurship

Academic Year: (2022 / 2023) **Review date: 01-04-2022**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Essentials of business.
Human resources management, marketing, operations and financial management.

OBJECTIVES

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

Skills:
- Ability to identify business opportunities in a digital economy
- Ability to manage with ease various information sources.
- Ability to design, plan and start a business project for digital new ventures.
- Ability to develop management skills, negotiation skills and leadership spirit.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Entrepreneurship in a digital world
2. Business opportunities: identification and evaluation of digital business opportunities.
3. Digital and technological innovation: business models based on platforms, collaborative models, cloud computing, big data, etc.
4. Development of innovative business ideas in the digital field and analysis of initial feasibility.
5. Business plan for digital companies: design, structure and purpose
6. Development of business plan for digital businesses

LEARNING ACTIVITIES AND METHODOLOGY

The learning activities to be developed are aimed at stimulating and training students in the field of digital 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 (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Hosu, I. Iancu, I. Digital Entrepreneurship and Global Innovation, IGI Global, 2016

ADDITIONAL BIBLIOGRAPHY

- Barringer, B. R., Ireland, R. D. Entrepreneurship, global edition (5th Edition), Pearson, London, 2015
- Hisrich, R., Peters, M., Shepher, D. Entrepreneurship (10th Edition), McGraw-Hill Education., 2016