

## Entrepreneurship

Academic Year: ( 2023 / 2024 )

Review date: 02-06-2023

Department assigned to the subject: Transversal matters

Coordinating teacher: TINEO ALVAREZ, ANGELES

Type: Basic Core ECTS Credits : 3.0

Year : 3 Semester :

Branch of knowledge: Social Sciences and Law

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

At the end of the program students will be able to:

- Know the required skills for entrepreneurship.
- Apply the basis for responsible entrepreneurship to specific cases.
- Master the tools to create new businesses.
- Create a business plan.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to entrepreneurship
2. General concepts of entrepreneurship
3. Innovation. Blue Ocean Strategy
4. Idea generation
5. Lean Startup. Minimum Viable Product (MVP) and prototyping.
6. Project Management
7. Communication, Pitch and Negotiation
8. Legal aspects of a start-up
9. Startup Funding

## LEARNING ACTIVITIES AND METHODOLOGY

1. Exposition of different topics related to the program content.
2. Analyses of practical cases.
3. Creation of group proposals and Project Based Learning: create a business plan.
4. Presentation of practical exercises.
5. Visit to companies or visit from firms and entrepreneur to our class

## ASSESSMENT SYSTEM

Final exam in the official exam session: 0 points.

Continuous assessment: 10 points of the overall grade.

- Attendance at 85% of the classes is compulsory in order to pass the course (i.e. 12 of the 14 classes).

- Active participation in the classes.

- Completion of exercises and practical activities in class and through Aula Global.

- Two written assessment tests: one in the 7th class, a short development test that will deal with the contents worked on in the previous classes; another in the 14th class: a development test on the whole of the syllabus taught in which students must summarise the contents dealt with and draw conclusions on the practical applications of the same at a professional level. They must also write a conclusion and personal self-assessment on the level of development they consider they have reached in the skill to which the subject refers.

- There may be other assessment tests that will be indicated in the weekly planning.

Percentage weight of the Final Exam: 0

Percentage weight of the rest of the evaluation: 10

Please note that, in accordance with current regulations, each enrolment in cross-disciplinary subjects, as in this case, will involve a single call and, in those cases in which the continuous assessment process

includes a test, this must be taken during the timetable and in the classroom reserved for classes, as these cross-disciplinary subjects do not have a date reserved in the official exam calendars.

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

#### BASIC BIBLIOGRAPHY

- Osterwalder, A. y Pigneur, Y Generación de Modelos de Negocio, Deusto, 2011
- Ries E. El método de Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua, Ediciones DEUSTO, 2011
- 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