

Academic Year: (2023 / 2024)

Review date: 07-06-2023

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 complex process associated with the development of financial product or service, from its conception to the planning, start-up and new venturing
- Know the basic elements of the firm and develop ethical behavior and social responsibility
- Assimilate the concepts and develop the entrepreneurial skills to discover and lead innovations in financial industry
- Know the phases for the creation of a new company or to promote entrepreneurship in companies.

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

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

Final exam: 60%

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

This assessment is applied both in the ordinary and extraordinary call

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