

Entrepreneurship

Academic Year: (2023 / 2024)

Review date: 27-04-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Compulsory ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

OBJECTIVES

The main objective of this course is to provide practical managerial tools to help students develop a business plan.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to entrepreneurship
2. Converting an idea into a business plan
3. Business modelling: canvas
4. Presenting your work
5. Project management
6. Design thinking

LEARNING ACTIVITIES AND METHODOLOGY

Learning activities will consist of sessions with a very practical content, as well as team assignments and presentations.

ASSESSMENT SYSTEM

There will be no final exam in this subject and evaluation will be based on:

- assignments submitted by the students.
- presentations in class.

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