

Entrepreneurship

Academic Year: (2024 / 2025)

Review date: 14-03-2024

Department assigned to the subject: Business Administration Department

Coordinating teacher: SANCHEZ BUENO, MARIA JOSE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

OBJECTIVES

- Understanding the entrepreneurship field
- Understanding how to generate and evaluate business ideas
- Understanding how to build an effective business plan
- Understanding how to develop the strategic plan
- Understanding how to develop the marketing plan
- Understanding how to develop other major section of the business plan. Financial plan

DESCRIPTION OF CONTENTS: PROGRAMME

- Introduction to Entrepreneurship
- Generation and assessment of business ideas
- Business model
- The business plan
- The strategic plan
- The marketing plan
- Other major sections of the business plan. Financial plan

LEARNING ACTIVITIES AND METHODOLOGY

The class will combine the exposition of theoretical concepts with the pedagogical use of case studies that will serve as illustration of the concepts.

The students are required to prepare readings and cases in advance and to be actively involved in class discussions

During the course, the students will develop a business idea in teams (strategic and marketing plan).

ASSESSMENT SYSTEM

% end-of-term-examination:	55
% of continuous assessment (assignments, laboratory, practicals...):	45
- Case studies/readings: 20%	
- Final project: 25%	
- Final exam: 55%	

In this course, students should not use artificial intelligence tools to carry out the work or exercises proposed by the faculty. In the event that the use of AI by the student gives rise to academic fraud by falsifying the results of an exam or work required to accredit academic performance, the Regulation of the University Carlos III of Madrid of partial development of the Law 3/2022, of February 24th, of University Coexistence, will be applied.

BASIC BIBLIOGRAPHY

- Barringer, B. R Preparing effective business plans. An entrepreneurial approach (2nd edition), Pearson, 2021

- Kuratko, D. F Entrepreneurship. Theory, process and practice (12th edition), Cengage, 2023

ADDITIONAL BIBLIOGRAPHY

- Hisrich, R. D.; Peters, M. P.; Shepherd, D. A Entrepreneurship (12th edition), McGraw-Hill, 2024

- Neck, H, M.; Neck, C. P.; Murray, E. L Entrepreneurship. The practice and mindset, Sage, 2019