

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 : 6.0

Year : Semester :

## 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-depth knowledge of small and medium-sized firms (SMEs) and their specific characteristics, as well as its management.
- Learn key aspects of different decision areas (HR, marketing, finance, etc.) applicable to business venturing and management of SMEs.

Skills:

- Ability to identify business opportunities.
- Ability to manage with ease various information sources.
- Ability to design, plan and start a business project
- Ability to develop management skills, negotiation skills and leadership spirit.

Attitudes:

- To promote and encourage entrepreneurship in students
- Provide a critical view of the different strategic decisions of SMEs, faced with the challenges of this kind of businesses.

## DESCRIPTION OF CONTENTS: PROGRAMME

### PART I. ENTREPRENEURSHIP

1. The Entrepreneurial Process. Characteristics of an entrepreneur
2. Finding and evaluating business opportunities
3. The business idea: developing innovative ideas. Is your idea feasible?
4. Elements of a business plan. Design, structure and purpose
5. Developing a business plan

### PART II. SMALL BUSINESS MANAGEMENT

1. The role of Small and Medium-Sized firms (SMEs) in the current economy
2. Human resources management in SMEs
3. Financing of SMEs
4. Growth strategies and agreements for SMEs
5. The role of innovation and technology in SMEs. Online businesses

## LEARNING ACTIVITIES AND METHODOLOGY

The learning activities to be developed are aimed at stimulating and training students in the field of entrepreneurship and small business management. To achieve this goal the following resources teaching are proposed:

- Lectures: clear and systematic explanations of the contents of the different aspects of business

venturing and small business management.

- Practical case studies, exercises and applications of different stages of the business plan, where the students take an active role.
- Seminars of entrepreneurs and other professionals involved in new ventures and SMEs.
- Development of a business plan, in which students reflect their business idea, viability and implementation of the business project.

#### ASSESSMENT SYSTEM

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

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 15% of the final grade.

Business plan development represents 25% of the final grade.

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

- Hisrich, R. D.; Peters, M. P.; Shepherd, D. A Entrepreneurship (12 edition), McGraw-Hill, 2024
- Scarborough, N. M.; Cornwall, J. R Essentials of entrepreneurship and small business management (9th edition), Pearson, 2020

#### ADDITIONAL BIBLIOGRAPHY

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