

Academic Year: (2024 / 2025)

Review date: 18-02-2025

Department assigned to the subject: null

Coordinating teacher:

Type: Electives ECTS Credits : 3.0

Year : 4 Semester :

LEARNING OUTCOMES

- K19: Acquires knowledge about business management and intellectual property that is relevant for neuroscience.
- S8: Has the professional and interpersonal skills necessary to successfully navigate the working conditions that exist in their chosen subarea(s) of neuroscience, and is able to successfully use informational and communication tools and techniques for training and professional activities.
- S9: Demonstrates creative and entrepreneurial skills, including adapting to new situations, assimilating new knowledge and taking on new challenges.
- C5: Apply your neuroscience knowledge in a unifying and integrated fashion as part of a multidisciplinary team (pharmaceutical sector, health industry, diagnostic techniques, health information technologies, government agencies and regulatory bodies).
- C6: Apply the results of your comprehensive training to your everyday professional activities, combining Neuroscience knowledge with a solid foundation of ethical responsibility and respect for fundamental rights, diversity and democratic values.

DESCRIPTION OF CONTENTS: PROGRAMME

1. BUSINESS START-UPS
 - a. The company creation process. The figure of the entrepreneur.
 - b. Business opportunity: identification and evaluation.
 - c. The business idea: innovative ideas. Attractiveness and evaluation of the business idea.
 - d. Main elements of the business plan. Design, structure and purpose.
 - e. Preparation of the business plan.
2. Small and Medium Enterprise (SME) MANAGEMENT
 - a. The role of SMEs in today's economy.
 - b. Human resource management in SMEs.
 - c. Financing SMEs.
 - d. Growth strategies and partnership arrangements for SMEs.
 - e. The role of innovation and technology in SMEs. Online business.

LEARNING ACTIVITIES AND METHODOLOGY

Classroom lectures.
 Face-to-face classes: reduced (workshops, seminars, case studies).
 Student individual work.
 Final exam.

Seminars and lectures supported by computer and audiovisual aids.
 Practical learning based on cases and problems, and exercise resolution.
 Individual and group or cooperative work with the option of oral or written presentation.
 Individual and group tutorials to resolve doubts and queries about the subject.

ASSESSMENT SYSTEM

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

Final exam.
Continuous evaluation.