



COURSE: ESTABLISHMENT AND DEVELOPMENT OF NEW TECHNOLOGY-BASED FIRMS

MASTER: MASTER IN BIOMEDICAL TECHNOLOGIES MANAGEMENT AND DEVELOPMENT

COURSE: 1º

PERIOD: 2º

PLANIFICACIÓN SEMANAL DE LA ASIGNATURA

WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		SPECIAL ROOM FOR SESSION (Computer class room, audio- visual class room)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	Course introduction Introduction to entrepreneurship	x			Reading and studying the teaching materials.	1,5	6
1	2	Entrepreneurial process Characteristics of entrepreneurs		x		Review and study of teaching materials and book chapters Forming groups for the team work	1,5	
1	3	Business opportunities: identification and analysis	x			Review and study of teaching materials and book chapters Looking for information sources to identify business opportunities Discussion and analysis of business to develop the business plan	1,5	
2	4	Business ideas: generation and feasibility	x			Creativity process to identify innovative business ideas Review and study of teaching materials and book chapters	1,5	6
2	5	Business plan: design, structure and purpose	X			Review and study of teaching materials and book chapters Design a business plan structure	1,5	
3	6	Value proposition	x			Identify the value proposition of a business project Study of some tools for this identification	1,5	6
3	7	Value proposition: application and role play		x		Team work to discuss the value proposition of the business idea and the concepts and techniques learned.	1,5	
4	8	TBFs' case studies	x			Analysis of some business project in biotechnology industries.	1,5	6
4	9	Economic approach of value propositions		x		Study of quantitative approach of value creation	1,5	
5	10	Presentation and discussion of business opportunities and ideas	x			Evaluación de la oportunidad de negocio detectada.	1,5	7

5	11	Viability of business proposals		x		Descripción y análisis de la idea de negocio inicial para el desarrollo del proyecto empresarial.	1,5	
6	12	Strategic analysis: external analysis	x			Review and study of teaching materials and book chapters	1,5	6
6	13	External analysis: practical application		x		Business plan development	1,5	
7	14	Internal strategic analysis and competitive strategy	x			Review and study of teaching materials and book chapters	1,5	7
7	15	Internal analysis: practical application		x		Business plan development	1,5	
8	16	Marketing plan	x			Review and study of teaching materials and book chapters	1,5	6
8	17	Competitive strategy and marketing plan application		x		Business plan development	1,5	
9	18	Operations and Organizational Plans	X			Business plan development Review and study of teaching materials and book chapters	1,5	7
9	19	Legal and Tax Plan and Financial Plan	X			Revisión y estudio de diversos temas de manuales	1,5	
10	20	Discussions of business plan		X		Business plan development	1,5	6
10	21	Effective presentations	x			Claves para la comunicación eficaz del plan de negocio	1,5	
11	22	Business plan: final presentation		x		Business plan development Preparation of presentation of business plan	1,5	7
SUBTOTAL							33 + 70	= 103
13		Recoveries, tutorials and delivery of final papers, and exam preparation, etc					24	
14		Exam					3	
TOTAL								130