

<b>COURSE: DIGITAL ENTREPRENEURSHIP</b>		
<b>DEGREE: Management and Technology</b>	<b>YEAR: 3º</b>	<b>TERM: 1º</b>

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	TEACHING (marcar X)			WEEKLING PROGRAMMING FOR STUDENT		
			LECTURERS	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	Introduction to entrepreneurship in a digital economy	X			Read the chapter 1	1,5	5
1	2	Practice chapter 1		X		Discuss the case in class	1,5	
2	3	Business opportunity in digital new ventures	X			Read the chapter 2	1,5	5

2	4	Practice chapter 2		X		Discuss the case in class	1,5	
3	5	Technological innovation. Business models I	X			Read the chapter 3	1,5	5
3	6	Practice chapter 3		X		Discuss the case in class	1,5	
4	7	Technological innovation. Business models II	X			Read the chapter 3	1,5	5
4	8	Practice chapter 4		X		Discuss the case in class	1,5	
5	9	Business ideas in a digital economy	X			Read the chapter 4	1,5	5
5	10	Practice business ideas		X		Presentation of business ideas	1,5	
6	11	Business plan. Elements and structure I	X			Read the chapter 5	1,5	5
6	12	Practice business plan		X		Discuss the case in class	1,5	
7	13	Developing business plan. Operations plan	X			Read the chapter 6	1,5	5
7	14	Practice business plan I		X		Discuss the case in class	1,5	
8	15	Developing business plan. Marketing plan	X			Read the chapter 6	1,5	5
8	16	Practice business plan II		X		Discuss the case in class	1,5	
9	17	Developing business plan. Strategic plan	X			Read the chapter 6	1,5	5
9	18	Practice business plan III		X		Discuss the case in class	1,5	
10	19	Developing business plan. Human resources plan	X			Read the chapter 6	1,5	5
10	20	Practice business plan IV		X		Discuss the case in class	1,5	
11	21	Developing business plan. Finance plan	X			Read the chapter 6	1,5	5
11	22	Practice business plan V		X		Discuss the case in class	1,5	
12	23	Developing business plan. Finance plan	X			Read the chapter 6	1,5	5
12	24	Practice business plan VI		X		Discuss the case in class	1,5	
13	25	Developing business plan. Conclusion	X			Read the chapter 6	1,5	5
13	26	Teamwork presentations. Business plan of a digital company		X		Prepare the business plan presentation	1,5	
14	27	Teamwork presentations. Business plan of a digital company	X			Prepare the business plan presentation	1,5	5

14	28	Teamwork presentations. Business plan of a digital company		X		Prepare the business plan presentation	1,5	
<b>Subtotal 1</b>							<b>42</b>	<b>70</b>
<b>Total 1 (Hours of class plus student homework hours between weeks 1-14)</b>							<b>112</b>	
15		Tutorials, handing in, etc.					15	
16		Assessment					3	
17								
18								
<b>Subtotal 2</b>							<b>18</b>	
<b>Total 2 (Hours of class plus student homework hours between weeks 15-18)</b>							<b>18</b>	
<b>TOTAL (Total 1 + Total 2. Maximum 150 horas)</b>							<b>130</b>	