



<b>COURSE: MANAGEMENT OF NEW VENTURES</b>		
<b>STUDY: MASTER IN ENTREPRENEURSHIP AND BUSINESS VENTURING</b>	<b>ECTS: 6</b>	<b>TERM: 1º</b>
<b>Teacher: Alicia Rodríguez Márquez</b>		

<b>COURSE WEEKLY PLANNING</b>								
<b>WEEK</b>	<b>SESSION</b>	<b>DESCRIPTION</b>	<b>GROUP (marcar X)</b>		<b>SPECIAL ROOM FOR SESSION (Computer class room, audio-visual class room)</b>	<b>WEEKLY PROGRAMMING FOR STUDENT</b>		
			<b>Lectur es</b>	<b>Se min ars</b>		<b>DESCRIPTION</b>	<b>CLASS HOURS</b>	<b>HOMEWORK HOURS</b>
1	1 y 2	Presentation, Entrepreneurial orientation. Introduction to business opportunities	X			Consultation of bibliographical references Indicated readings Search for business opportunities	3	5
2	3 y 4	Business opportunities	X			Reading bibliographical references and texts provided Preparation of justification and defense of business opportunities	3	6
3	5 y 6	Value Proposition	X			Reading bibliographical references and other texts indicated Case Study Resolution	3	6
4	7 y 8	Design thinking (I)	X			Reading bibliographical references and other texts	3	6
5	9 y 10	Design thinking (II)	X			Customer-centered product design	3	6



6	11 y 12	Business ideas: formulation, creativity techniques for the development of innovative business ideas Initial feasibility analysis of business ideas	X			Presentation and analysis of business ideas	3	6
7	13 y 14	Business plan: design, structure and purpose Business development (I) - Analysis of the generic and specific environment of the business - Analysis of the strengths and weaknesses of the new business activity - Definition of the competitive strategy of the new business - Marketing Plan	X			Reading bibliographical references and other texts	3	6
8	15 y 16	Business development (II) - Design and structure of the production plan and operations - Design and structure of the organization and human resources plan	X			Reading bibliographical references and other texts	3	6
9	17 y 18	Operations plan and production decisions	X			Reading bibliographical references and other texts	3	6
10	19	Analysis of the main operational decisions: - Product and production process design decisions - Capacity decisions - Location decisions Basic aspects of planning and control of operations	X			Reading bibliographical references and other texts indicated Case Study Resolution	3	5
11	21 y 22	Logistics and supply chain management Decisions on internalization/externalization of activities Supplier relationship management Tools for improving efficiency in supplier/customer	X			Reading bibliographical references and other texts indicated Case Study Resolution	3	5



		relations						
12	23 y 24	Practical implementation plan of operations	X			Reading bibliographical references and other texts indicated Case Study Resolution	3	6
13	25 y 26	Preparation of the business plan (III): - Legal-tax plan - Economic and financial plan	X			Reading bibliographical references and other texts indicated Case Study Resolution	3	6
14	27 y 28	Contingency plan Other aspects of the business plan	X			Reading and studying the teaching materials and readings indicated.	3	5
15 y 16		Deliveries, presentations and evaluation	X			Preparation of exam and delivery of other deliveries.	3	25
<b>TOTAL HOURS (150)</b>							<b>45</b>	<b>105</b>