

## 29996 - Entrepreneurship and Leadership

### Información del Plan Docente

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	436 - Bachelor's Degree in Industrial Engineering Technology 440 - Bachelor's Degree in Electronic and Automatic Engineering 434 - Bachelor's Degree in Mechanical Engineering 558 - Bachelor's Degree in Industrial Design and Product Development Engineering 435 - Bachelor's Degree in Chemical Engineering 438 - Bachelor's Degree in Telecommunications Technology and Services Engineering 470 - Bachelor's Degree in Architecture Studies 476 - 430 - Bachelor's Degree in Electrical Engineering 439 - Bachelor's Degree in Informatics Engineering
<b>ECTS</b>	4.0
<b>Year</b>	---
<b>Semester</b>	Indeterminate
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### 5. Methodology, learning tasks, syllabus and resources

#### 5.1. Methodological overview

1. Lectures on starting a business.
2. Case studies on entrepreneurship.
3. Group dynamics on motivation, negotiation and communication.
4. Working groups on entrepreneurship and leadership tutored by the teachers.
5. Individual tutorship.
6. Other activities: projection of videos about entrepreneurs, conferences of entrepreneurs and visits to entrepreneurs centers.

#### 5.2. Learning tasks

1. Lectures (20 hours, approximately): The goal is that students know the necessary steps to create a company and to lead a group.
2. Case studies and Group dynamics (20 hours, approximately) on entrepreneurship and leadership. The case studies are integrated with lectures to offer a practical vision of the subject. Working and discussion groups on the topics covered in class.
3. Development and preparation of essays and group dynamics ( 46 hours, approximately). It will be evaluated the content and materials presented as well as the language used and capacity to summarize the subject.
4. Personal study ( 10 hours, approximately)
5. Individual tutorship ( 4 hours, approximately)

#### 5.3. Syllabus

Lesson 1: The entrepreneur

Lesson 2: Making a business plan - Business Model Canvas

Lesson 3: Legal forms of enterprises. The steps required to start a business.

Lesson 4: Sources of financing available to new companies

Lesson 5: Other forms of access to the entrepreneurship

Lesson 6: Importance of Leadership in Organizations

Lesson 7: What do the leaders do?

Lesson 8: Discover your leadership

Lesson 9: Learn to lead changes

#### 5.4. Course planning and calendar

Lectures with case studies of 3 hours a week.

Five group dynamics of 2 hours each.

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The presentation of the essays will be at the end of each thematic block.

### 5.5. Bibliography and recommended resources

- BB** González Domínguez, Francisco José. Creación de empresas : guía del emprendedor / Francisco José González Madrid : Pirámide, 2006
- BB** Kotter, John P. Qué hacen los líderes / John P. Kotter Barcelona : Gestión 2000, 2000
- BC** Cardona, P. Las claves del talento: La influencia del liderazgo en el desarrollo del capital humano / Cardona, P Empresa Activa. Barcelona, 2002
- BC** Creación y desarrollo de empresas / coordinadoras Tiziana Priede Bergamini, Cristina López-Cózar Navarro, Sonia Benito Hernández Madrid : Pirámide, D.L. 2010
- BC** Gil Estallo, María de los Angeles. Cómo crear y hacer funcionar una empresa : conceptos e instrumentos / María de los Ángeles Gil Estallo ; con la colaboración de Fernando Giner de la Fuente . - 6ª ed. rev. Madrid : ESIC, 2003
- BC** Kotter, John P. Leading change / Kotter, John P.. Harvard Business Press. Boston, 2012
- BC** Kotter, John P. The Heart of Change: Real-Life Stories of How People Change Their Organizations / Kotter, John P. y Cohen, Dan S . Harvard Business Press. Boston, 2012
- BC** Kotter, John. Our iceberg is melting. Changing and succeeding under any conditions / Kotter, John y Rathgeber, Holger Macmillan. Oxford, 2006
- BC** Lowney, Chris. El liderazgo al estilo de los jesuitas : las mejores prácticas de una compañía de 450 años que cambió el mundo / Chris Lowney.. Buenos Aires : Ediciones Granica, [2014]
- BC** Sánchez-Crespo Casanova, Antonio J.. La empresa familiar : manual para empresarios. Claves legales para su correcta organización y su continuidad / Antonio J. Sánchez-Crespo Casanova, Antonio Bellver Sánchez, Alberto Marcelino Sánchez y Sánchez . - [1a ed.] Barcelona : Deusto [etc.], 2005
- BC** Todolí Cervera, Ferran. Creación de empresas paso a paso : 2008 / Ferran Todolí Cervera . - 1ª ed. [Bilbao] : CISS, D.L. 2008

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### LISTADO DE URLs:

Lowney, C. El liderazgo al estilo de los jesuitas/ Vídeo conferencia en inglés:  
Leadership in the style of the Jesuits  
[<http://youtu.be/LPZGTHwDxyo>]