

## 29996 - Entrepreneurship and Leadership

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 29996 - Entrepreneurship and Leadership

**Faculty / School:** 110 - Escuela de Ingeniería y Arquitectura

**Degree:** 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  
581 - Bachelor's Degree in Telecommunications Technology and Services Engineering  
439 - Bachelor's Degree in Informatics Engineering

**ECTS:** 4.0

**Year:** ---

**Semester:** 430 - First semester

434 - First semester

435 - First semester

436 - First semester

436 - First semester

436 - First semester

436 - First semester

436 - First semester

436 - First semester

438 - First semester

438 - First semester

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439 - First semester

439 - First semester

**Subject Type:** Optional

**Module:** ---

## 1.General information

### 1.1.Aims of the course

### 1.2.Context and importance of this course in the degree

### 1.3.Recommendations to take this course

## 2.Learning goals

### 2.1.Competences

### 2.2.Learning goals

### 2.3.Importance of learning goals

## 3.Assessment (1st and 2nd call)

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

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

### 4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as:

1. Lectures on starting a business.
2. Case studies on entrepreneurship.
3. Group dynamics of motivation, negotiation, and communication.
4. Individual tutorials.
5. Other activities: projection of videos about entrepreneurs, conferences of entrepreneurs and visits to entrepreneur centers.

### 4.2.Learning tasks

This course includes the following learning tasks:

- **Lectures** (20 hours, approximately): The goal is that students know the necessary steps to create a company and to lead a group.
- **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 course. Working and discussion groups on the topics covered in class.
- **Development and preparation of essays** and group dynamics (46 hours, approximately). Content and materials presented will be evaluated as well as the language used and the capacity to summarize the topic.
- **Autonomous work and study** (10 hours, approximately)
- **Tutorials**. (4 hours, approximately). These tutorials will take place individually.

### 4.3.Syllabus

The course will address the following topics:

- Topic 1: The entrepreneur
- Topic 2: Making a business plan - Business Model Canvas
- Topic 3: Legal forms of enterprises. The steps required to start a business.
- Topic 4: Sources of financing available to new companies
- Topic 5: Other forms of access to the entrepreneurship
- Topic 6: Importance of Leadership in Organizations
- Topic 7: What do the leaders do?
- Topic 8: Discover your leadership
- Topic 9: Learn to lead changes

### 4.4.Course planning and calendar

Lectures with case studies: 3 hours a week.

Five group dynamics of 2 hours each.

The presentation of the essays will be at the end of each topic.

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the College of Higher Engineering and Architecture (EINA) website (<https://eina.unizar.es/>) and Moodle.

#### **4.5. Bibliography and recommended resources**

The bibliography can be consulted in this link:

[http://biblos.unizar.es/br/br\\_citas.php?codigo=29996&year=2019](http://biblos.unizar.es/br/br_citas.php?codigo=29996&year=2019)