

30165 - Entrepreneurship

Syllabus Information

Academic Year: 2020/21

Subject: 30165 - Entrepreneurship

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

The course has the following objectives:

- To address the doctrinal foundations in the field of entrepreneurship.
- To identify the fields of application of entrepreneurship.
- Promote awareness of all types of entrepreneurship.
- To know the critical elements for the success of an entrepreneurial project.
- Analyse methodology of Business Plan and their contents

1.2.Context and importance of this course in the degree

The course is fourth year (second semester) and optional (organization module), with a teaching load of 6 ECTS.

1.3.Recommendations to take this course

No prerequisites are required to take this course.

2.Learning goals

2.1.Competences

SPECIFIC SKILLS.

1. Acquiring and understanding basic knowledge about Entrepreneurship and Business Creation.
2. To assess the current business situation, its foreseeable evolution and the complexity of the business activity.
3. To develop the capacity to detect business opportunities, recognising diversity and the multiculturalism of our Society as a source of opportunities.
4. Stimulate values and ethical conduct that allow us to see non-profit business opportunities with a social profitability.
5. Be able to apply the knowledge acquired in a professional context, having the skills that will enable a business plan to be drawn up and defended against any type of market player.
6. Develop a capacity for analysis and critical reasoning that allows the diagnosis of threats and opportunities around an entrepreneurial project.
7. To become aware of our entrepreneurial capacity and the job opportunities that this capacity

TRANSVERSAL COMPETENCES:

1. Be able to work as a team, mobilize capacities and seek professional, cultural or personal complementarity of the components of the group to generate synergies.
2. Possess good oral and written communication skills. This implies that they can write reports and documents in a professional way and, if necessary, present and defend them before all types of publics, including specialized ones.
3. Develop the predisposition to be active, to assume changes, to propose new projects, to carry out actions that give an answer to the problems.
4. Use information technologies to search, analyze, synthesize, share and communicate information.

2.2.Learning goals

In order to pass this subject, the student must demonstrate the following results...

- Acquire the basic knowledge to start a business.
- Analyze the current situation and the complexity of business activities.
- To develop the capacity of analysis and critical thinking.
- To know the key aspects (legal, bureaucratic and political) to start a business.
- Learn the techniques and skills to speak in public and defend business projects.
- To value the importance of the attitude and disposition towards change.

2.3.Importance of learning goals

To study in depth the specific aspects of business creation, such as the case of family business, franchises, Internet entrepreneurship, as well as other considerations before and after the start of a project.

3.Assessment (1st and 2nd call)

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

The student must demonstrate that he/she has achieved the expected learning outcomes through the following assessment task.

Following the spirit of Bologna, regarding the degree of involvement and continuous work of the student throughout the course, the assessment of the subject considers the Continuous Assessment System as the most appropriate to be in line with the guidelines set by the new framework from the EHEA.

There are two main elements of continuous assessment:

- Exam/s (40%): focused on the practical application of contents seen in the subject.
- Compulsory report (individual or in group) (60%): focused on the creation of a company, analyzing its business model, the structure and planning of functional areas.

Once the task has been graded, the teacher will notify each student whether or not they have passed the subject. In any case, in order to pass the course through continuous assessment system, it will be necessary to pass the compulsory report separately. If the student does not pass in this way, he/she will have two additional opportunities to do so. In order to opt for the Continuous Assessment System, it will be necessary to attend at least 80% of the classroom activities.

Global Assessment System:

The student can choose the possibility of being assessed through a Global Assessment System, as opposed to the Continuous Assessment System mentioned above, in the manner and within the period considered by the centre.

The Global Assessment System will consist of a single global exam with which 100% of the student's grade will be assessed. This global assessment will be about a compulsory report with the same methodology as that related to continuous assessment and maintaining the same criteria for its correction.

For the dates of the aforementioned final exam, I refer to the EUPLA website, <http://www.eupla.unizar.es>

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is based on a strong teacher/student interaction. In order to achieve the

learning objectives, there will be different types of activities:

- Lecture: Theoretical and/or practical activities given in a fundamentally expository way by the teacher.
- Practice Sessions: Theoretical discussion activities or preferably practical ones carried out in the classroom and which require a high level of student participation.
- Tutorials (individual or group): Activities to monitor learning and to solve doubts.

If classroom teaching were not possible due to health reasons, it would be carried out on-line.

4.2.Learning tasks

The course includes the following learning tasks:

Involves the active participation of the student, in a way that the results achieved in the learning process are developed, not taking away from those already set out, the activities are the following:

? **Face-to-face generic activities:**

? **Lecture/Theory Session:** The theoretical concepts of the subject are explained and illustrative examples are developed as a support to the theory when necessary.

? **Practice Session:** Problems and practical cases are carried out, complementary to the theoretical concepts studied.

? **Generic non-class activities:**

? Study and understanding of the theory taught in the lectures.

? Understanding and assimilation of the problems and practical cases solved in the practical classes.

? Preparation of seminars, solutions to proposed problems, etc.

? Preparation of the assignment.

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the trimester, in other words, 10 hours per week for 15 weeks of class.

4.3.Syllabus

The course will address the following topics:

- **Topic I** - Entrepreneurship and Business Models
 - Entrepreneurship and Entrepreneur
 - Generation of business models
- **Topic II** - Business Plan
 - Strategic plan
 - Marketing plan
 - Production plan
 - Organizational and human resources plan
 - Economic-financial plan
- **Topic III** - Annexes: Processing and Communication
 - Steps and assistance to create a company
 - Communication

4.4.Course planning and calendar

During the course there will be the Learning tasks that have been mentioned above.

The dates of these as well as the business report (individual or in group) will be proposed in class and will be indicated on the MOODLE platform.

The weekly schedule of the subject will be published at <http://www.eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

The dates of the global assessment (official calls) will be published at <http://www.eupla.unizar.es/asuntos-academicos/examenes>

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30165&year=2020