

30640 - Creation and Management of SMEs

Syllabus Information

Academic year: 2023/24

Subject: 30640 - Creation and Management of SMEs

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 432 - Joint Law - Business Administration and Management Programme

ECTS: 5.0

Year: 5

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main goal of this subject is for the student to learn about the process of creating an organization. This process requires an integral vision of the different functional areas characteristic of a company.

This integral vision in the development of a business project is necessary to ultimately assess its viability and the conditions under which it is possible to guarantee its survival in the market.

This subject allows the student to approach the process of business creation. Although the focus of the term is eminently practical, it is advisable that students are familiar with the subjects assigned to the area of Business Organization previously taught in the degree in Business Administration and Management, which cover the operation of the areas of the company.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of the goals:

Goal 4: Quality Education.

Goal 8: Decent Work and Economic Growth

2. Learning results

- Identify precisely the characteristics that define small and medium-sized enterprises (SMEs), as well as the underlying problems that justify their separate study.
- Elaborate a business plan in its entirety, being able to determine which are the causal relationships among the between the viabilities that make up the business plan (strategic viability, commercial viability, technical viability and economic-financial viability).
- Assess the overall viability of a company based on the business plan study and be in a position to make recommendations to determine the limits of viability.
- Understand the process of creating a company and to know the stages to be covered in such creation.

3. Syllabus

1. INTRODUCTION
2. THE ROLE OF SMEs IN ECONOMIC ACTIVITY
3. THE DEVELOPMENT OF A BUSINESS PROJECT
4. LEGAL ASPECTS OF THE COMPANY
5. SME FINANCING

4. Academic activities

The learning activities associated with this subject are the following:

Master classes: 25 hours

Practical classes: 25 hours

Personal Study: 75 hours

5 ECTS = 125 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

Given the eminently practical nature of the course and the importance of the continuous work done during the term, the final grade will take into account this work, as well as the results of the self-assessment activity that the students will carry out on the day of the oral presentations of the business plans. In this activity, students will value their own and their classmates' efforts throughout the realization of the business plan. In both calls you can choose between taking a global test of the same or take advantage of the work done throughout the term. In the first case, this test will involve the completion of an examination and the submission and presentation of a business plan, which in this case must be exclusively individual.

The split between exam and business plan will be 40% of the grade for the former and 60% for the latter . In the second case, the maximum score that can be achieved in each of the tests to be developed during the term is as follows:

Business creation project		90 points
Initial proposal	10 points	
Final project	60 points	
Oral Presentation	20 points	
Self-Assessment Activity		10 points