

## 30165 - Entrepreneurship

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	175 - Escuela Universitaria Politécnica de La Almunia
<b>Degree</b>	425 - Bachelor's Degree in Industrial Organisational Engineering
<b>ECTS</b>	6.0
<b>Course</b>	4
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

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

Any recommendations are necessary.

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

- Basic knowledge to engage in and to found a company
- Present situation analyse and present complexity comprehension

#### **2.2.Introduction**

Engage in involve identify an opportunity and then, give necessary steps to arrive to sales process. An idea is not an opportunity. Opportunity is a not satisfied necessity, there are a lot of opportunities around conventional business.

Change technological, society evolution and globalization are sources can generate new opportunities.

Know how to earn resources is critical.

### **3.Context and competences**

#### **3.1.Goals**

Identify strategy of enterprising

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Know critical elements for succesful projects

Analyse methodology of Business Plan and their contents

Analyse critical points of family companies, franchises and Internet/Socialnet

### 3.2.Context and meaning of the subject in the degree

Optional subject in the second semester. Six credits ECTS.

### 3.3.Competences

- ANALITICAL THOUGHT
- GOAL ORIENTATION
- INITIATIVE
- INTEGRITY
- COMUNICACION. ORAL COMUNICACION

### 3.4.Importance of learning outcomes

### 4.Evaluation

Evaluation process:

- Direct observation, active participation.....(10%).
- Test exam(50%).
- Enteprise project (team work). Analyse idea, sales, economic and financial and technical viability. (40%).

### 5.Activities and resources

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### 5.1. General methodological presentation

The learning process designed for this subject is based on the following:

Strong interaction between the teacher/student. This interaction is brought into being through a division of work and responsibilities between the students and the teacher. Nevertheless, it must be taken into account that, to a certain degree, students can set their learning pace based on their own needs and availability, following the guidelines set by the teacher.

Enterprise is conceived as a stand-alone combination of contents, yet organized into three fundamental and complementary forms, which are: the theoretical concepts of each teaching unit, the solving of problems or resolution of questions in a project, at the same time supported by other activities

The organization of teaching will be carried out using the following steps:

– **Theory Classes** : Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them in topics and or sections, interrelating them.

– **Practical Classes** : The teacher resolves practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.

– **Individual Tutorials** : Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

-Companies visits and professional conferences

### 5.2. Learning activities

The programme offered to the student to help them achieve their target results is made up of the following activities...

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** :

– **Theory Classes** : The theoretical concepts of the subject are explained and illustrative examples are developed as support to the theory when necessary.

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• **Practical Classes** : 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 written test

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.

### 5.3.Program

#### BLOQUE I

- **ENTERPRISING**
- Essence of engage in
- Enterprising profile
- Types of engage in

#### BLOQUE II

- **ENTERPRISING STRATEGY**
- What involve a Business Plan?
- Strategy viability
  - Strategy concept

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- Strategy management concept.
- Sales viability
  - Products and services
  - Markets and target
  - Marketing strategy. Social media
- Economical and finance viability
  - Financial plan
  - Financing and investors
- Technical viability
  - Production process
  - Distribution and storage
  - Quality
- Balance Scorecard

### BLOQUE III

- **ENTERPRISING PROCESS**
- Steps to create a company
- Public assistance
  - Institutions
  - Subventions
- Family companies

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- Problems in family companies
- Competitive advantages of family companies

- **COMUNICACIÓN**

### Habilidad Social

Exposición conceptos

- Informar vs. Comunicar
- Elementos claves comunicación en la empresa
- Aspectos claves de hablar en público

Dinámicas aula

- Exposición durante cinco minutos de un tema. Grabación en vídeo y feedback colectivo.

### 5.4.Planning and scheduling

Definitive days will be define in the first days.

At the end of each block, differents groups will maka an oral communication of their enterprise plans.

At the end of the subjetc, will do a text exam.

### 5.5.Bibliography and recomended resources

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