

## 29996 - Entrepreneurship and Leadership

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	110 - Escuela de Ingeniería y Arquitectura
<b>Degree</b>	436 - Bachelor's Degree in Industrial Engineering Technology 438 - Bachelor's Degree in Telecommunications Technology and Services Engineering 440 - Bachelor's Degree in Electronic and Automatic Engineering 430 - Bachelor's Degree in Electrical Engineering 470 - Bachelor's Degree in Architecture Studies 558 - Bachelor's Degree in Industrial Design and Product Development Engineering 434 - Bachelor's Degree in Mechanical Engineering 476 - 435 - Bachelor's Degree in Chemical Engineering 439 - Bachelor's Degree in Informatics Engineering
<b>ECTS</b>	4.0
<b>Course</b>	---
<b>Period</b>	Indeterminate
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.Basic info**

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

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

### **2.Initiation**

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

#### **2.2.Introduction**

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

#### **3.1.Goals**

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

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

## 29996 - Entrepreneurship and Leadership

### 5.1. General methodological presentation

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 activities

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 (40 hours, approximately).
4. It will be evaluated the content and materials presented as well as the language used and capacity to summarize the subject.
5. Personal study (16 hours, approximately)
6. An exam if students have not made the required activities (2 hours, approximately)
7. Individual tutorship (2 hours, approximately)

### 5.3. Program

Lesson 1: The entrepreneur

Lesson 2: Making a business plan

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. Planning and scheduling

Lectures with case studies of 2 hours a week.

Five group dynamics of 2 hours each.

## 29996 - Entrepreneurship and Leadership

The presentation of the essays will be at the end of the semester.

### 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

## 29996 - Entrepreneurship and Leadership

### 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>]