

27348 - Entrepreneurship

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	5.0
Course	4
Period	Half-yearly
Subject Type	Optional
Module	---

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

5.1.General methodological presentation

Following the programme and achieving the learning outcomes will require continuous work from the student during the course based on the following activities:

- Regular attendance to classes
- Reading and studying the bibliographic material for each unit

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- Carrying out a business plan that analyses in depth the process of creation of a company
- Asking about doubts and difficulties that arise in the elaboration of the business plan.

5.2.Learning activities

With the aim of achieving the learning results, the course of Entrepreneurship and Management of SMEs is articulated towards two main learning activities:

- I. Analysis of managerial problems that are specially important for small and medium enterprises (from Unit 1 to Unit 4 of the programme).
- II. Elaboration of a business plan, that should be developed by all students along the course in work teams.

5.3.Program

PROGRAMME OF THE COURSE

0. INTRODUCTION

1. THE ROLE OF SMEs IN THE ECONOMIC ACTIVITY

1.1. Characteristics and importance of the SME

1.2. The Aragon GEM Report

1.3. The generation process of ideas

2. ELABORATING A BUSINESS PLAN

2.1. The project

2.2. Market analysis

2.3. Environment and competition

2.4. Design and elaboration of the product

2.5. Marketing and sales of the product

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3. LEGAL FRAMEWORK OF THE FIRM

3.1. The legal status of a company

3.2. Legal requirements to create a company

3.2.1. Society name

3.2.2. Internal regulation, public deeds, registry offices and licences

3.2.3. Accounting and tax requirements

4. THE FUNDING OF THE SME

4.1. Introduction

4.2. Venture capital societies

4.3. Mutual guarantee company

4.4. Other funding sources for the SME

5.4.Planning and scheduling

The calendar of sessions can be found on the website of the center; the presentation of works and other activities will be communicated to the students through the e-learning platform of the Universidad de Zaragoza (moodle2).

5.5.Bibliography and recommended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>