

27348 - Entrepreneurship

Información del Plan Docente

Academic Year	2018/19
Subject	27348 - Entrepreneurship
Faculty / School	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 448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
ECTS	5.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on active participation, case studies, teamwork etc. that favors the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practical activities, practice sessions, autonomous work, tutorials, and academic guidance.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

The course includes 5 ECTS organized according to:

- Lectures (2,5 ECTS): 25 hours.
- Practice sessions (2,5 ECTS): 25 hours.

Lectures: the professor presents theoretical contents.

Practice sessions: they can involve discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars.

Autonomous work: students do tasks such as autonomous study, reading of the course book, preparation of practice sessions and seminars, and summative assignments.

Tutorials: professors' office hours can be used to solve doubts and to follow-up students' work.

Assessment: final examination

4.3. Syllabus

The course will address the following topics:

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

27348 - Entrepreneurship

2.2. Strategic analysis

2.3. Marketing plan

2.4. Technical analysis

2.5. Economic analysis

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

4.4.Course planning and calendar

For further details concerning the timetable, classroom and further information regarding this course please refer to the Faculty

4.5.Bibliography and recommended resources