

30165 - Entrepreneurship

Syllabus Information

Academic Year: 2019/20

Subject: 30165 - Entrepreneurship

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

The course has the following objectives:

- To address the doctrinal foundations in the field of entrepreneurship.
- To identify the fields of application of entrepreneurship.
- Promote awareness of all types of entrepreneurship.
- To know the critical elements for the success of an entrepreneurial project.
- Analyse methodology of Business Plan and their contents

1.2.Context and importance of this course in the degree

The course is fourth year (second semester) and optional (organization module), with a teaching load of 6 ECTS.

1.3.Recommendations to take this course

No prerequisites are required 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 based on a strong teacher/student interaction. In order to achieve the learning objectives, there will be different types of activities:

- Lecture: Theoretical and/or practical activities given in a fundamentally expository way by the teacher.
- Practice Sessions: Theoretical discussion activities or preferably practical ones carried out in the classroom and which require a high level of student participation.

- Tutorials (individual or group): Activities to monitor learning and to solve doubts.

4.2.Learning tasks

The course includes the following learning tasks:

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:**

? **Lecture/Theory Session:** The theoretical concepts of the subject are explained and illustrative examples are developed as a support to the theory when necessary.

? **Practice Session:** 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 assignment.

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.

4.3.Syllabus

The course will address the following topics:

- **Topic I** - Entrepreneurship and Business Models
 - Entrepreneurship and Entrepreneur
 - Generation of business models
- **Topic II** - Business Plan
 - Strategic plan
 - Marketing plan
 - Production plan
 - Organizational and human resources plan
 - Economic-financial plan
- **Topic III** - Annexes: Processing and Communication
 - Steps and assistance to create a company
 - Communication

4.4.Course planning and calendar

The weekly schedule of the subject will be published at <http://www.eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

The dates of the global evaluation test (**official calls**) will be published at <http://www.eupla.unizar.es/asuntos-academicos/examenes>

Definitive days for the assignment will be defined in the first days.

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30165&year=2019