



## Information about the subject

**Degree:** Bachelor of Science Degree in Business Administration and Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 302019 **Name:** Entrepreneurship and Business Development

**Credits:** 6,00 **ECTS** **Year:** 3, 4 **Semester:** 1

**Module:** Management and Business Organisation

**Subject Matter:** Strategic Management **Type:** Elective

**Department:** Economics, Business Management, and Marketing

**Type of learning:** Classroom-based learning / Online

**Languages in which it is taught:** English, Spanish

### Lecturer/-s:

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## Module organization

### Management and Business Organisation

Subject Matter	ECTS	Subject	ECTS	Year/semester
Strategic Management	24,00	Business Growth Strategies	6,00	4/2
		Entrepreneurship and Business Development	6,00	3, 4/1
		Human Resources Management	6,00	3/1
		Strategic BusinessManagement	6,00	4/1
Business Management	18,00	Corporate Social Responsibility	6,00	4/2
		Creativity and Innovation Management	6,00	3/2
		Quality Management and Environment Impact	6,00	3/1
Business	12,00	Introduction to Management	6,00	1/1
		Organisational Behaviour	6,00	2/2

## Recommended knowledge

- o introduce students to the entrepreneurial profile.
- To identify business opportunities and ideas.
- To provide useful tools for the development of entrepreneurial initiatives .
- To identify and implement the procedures required for business creation .
- To understand the legal aspects involved in choosing the company's legal structure .
- To develop a business plan.



## Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field. [RAB1]
- R2 Apply their knowledge correctly to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their field of study. [RAB2]
- R3 Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues. [RAB3]
- R4 Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences in both Spanish and English. [RAB4]
- R5 Demonstrate a high degree of autonomy in learning. [RAB5]
- R6 Develop theoretical-practical responses based on the sincere pursuit of complete truth and the integration of all dimensions of the human being in the face of life's big questions. [RAT1]
- R7 Apply the principles derived from the concept of integral ecology in their proposals or actions, regardless of the scope, area of knowledge, or contexts in which they are proposed. [RAT2]
- R8 Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, transferring them to all academic and professional activities. [RAT3]
- R9 Be able to make decisions autonomously, responsibly, and based on reason. [RAG2]
- R10 Be able to generate and develop new ideas and original, innovative solutions for the problems and challenges that arise in their field of study and professional environment, demonstrating initiative, flexibility, and critical thinking. [RAG3]
- R11 Be able to relate to and collaborate with others in a respectful, empathetic, and assertive manner, recognizing and valuing different disciplines, diversity, and interculturality, and managing conflicts that may arise constructively. [RAG7]



R12 Be able to act with confidence and self-esteem in their field of study and professional environment, taking on the challenges and responsibilities that arise, and making autonomous and informed decisions. [RAG8]

R13 Demonstrate commitment, responsibility, and ethics in their academic and professional environment, respecting human rights, democratic principles, the environment, and legality, assuming the consequences of their actions, and promoting equal opportunities and accessibility between men and women. [RAG9]

R14 Be able to identify and describe the constitutive aspects of an organization (such as its goals and objectives, ownership, size, culture, structure, technology, etc.) and relate them to its operation and adaptation to the environment. [RAE2]

R15 Be able to integrate and apply the knowledge from the different disciplines that make up the field of business administration and management (such as economics, accounting, finance, marketing, organization, etc.), to perform a comprehensive and strategic analysis of a company, defining the criteria that characterize and differentiate it from others, and linking the results with the analysis of the environment in which it operates. [RAE3]

R16 Be able to understand existing technology and new technologies that affect the field of business administration and management, as well as evaluate their impact on the creation, development, and competitiveness of new or future markets. [RAE4]

R17 Be able to integrate and manage a company, organization, or functional area, understanding its competitive and institutional positioning in the market and environment, and identifying its strengths and weaknesses, as well as the threats and opportunities it faces, to improve its performance and sustainability. [RAE6]

R18 Be able to diagnose the current situation and the foreseeable evolution of a company based on accounting records, financial information, and cost data, and to make an assessment of its economic and financial health and sustainability. [RAE8]



## Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	15,00%	Objective Tests
	25,00%	Completion of Theoretical-Practical Activities
	10,00%	Class Attendance and Participation
	60,00%	Final Exam
	5,00%	Participation in Synchronous Communication Activities
	20,00%	Deliverable Activities
	10,00%	Periodic Evaluations Through Online Questionnaires
	5,00%	Participation in Discussion Forums
	60,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

### Observations

The use of Artificial Intelligence for the completion of digital assignments must always be subject to prior consultation with the lecturer, who will determine which activities or tasks may be carried out using this technology. If permitted, its use will be explicitly stated in the assignment guidelines or specified by the lecturer in class. Under no circumstances may an assignment be submitted that has been completed entirely using this technology, nor may any assignment be submitted without prior consultation with the lecturer. Failure to comply with this requirement will be considered a very serious offense, and all course assignments will be failed.

In accordance with Article 9 of the General Regulations on Assessment and Grading of Official Degree Programs and University-Specific Degrees at UCV, single assessment is linked to the impossibility of attendance for students enrolled in a face-to-face program. It is therefore an extraordinary and exceptional assessment system available to those students who, for duly justified and documented reasons, are unable to comply with the continuous assessment system and who formally request it from the lecturer responsible for the course. The lecturer will expressly decide on



the admission of the request, and the student will be informed of its approval or rejection. With regard to the course **Development of Entrepreneurial Initiatives**, the minimum required attendance rate is 80%, which constitutes the threshold to be considered for a potential request for single assessment. If granted, single assessment will be structured according to the following criteria in both the first and second examination sittings: in addition to the activities and assignments submitted by students within the framework of continuous assessment, students must complete additional exercises, which will be specified in a statement published on the virtual campus and must be submitted the day prior to the exam. The grade obtained in these exercises will account for 10% of the practical component. In this case, the student will not take the objective test, and the final exam will account for 90% of the final grade.

**Honours Distinction (Matrícula de Honor):** The distinction of *Matrícula de Honor* may be awarded to students who have obtained a final grade equal to or higher than 9.0. The number of such distinctions may not exceed five percent of the students enrolled in a group during the corresponding academic year, unless the total number of enrolled students is lower.

#### MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

### Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.



M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.

M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.

M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.

M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.

M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.

M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.

M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.

M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.

M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.

M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.

M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1	R1, R2, R3, R7, R8, R9, R12, R13, R14, R15, R16, R17, R18	60,00	2,40
Practical Class M3, M5, M7, M9	R1, R2, R4, R6, R9, R10, R11	60,00	2,40
Seminar M7	R4	5,00	0,20
Group Project Presentation M5, M7, M9	R1, R2, R4, R5, R10, R11, R14, R16, R17	5,00	0,20
Tutoring M3, M6	R1, R2, R3, R4, R7, R8, R9, R12, R13, R14, R15, R16, R17, R18	5,00	0,20
Evaluation M7	R4, R5, R7, R10, R11	5,00	0,20
<b>TOTAL</b>		<b>140,00</b>	<b>5,60</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M9	R4, R6, R10, R11	5,00	0,20
Individual Work M10	R2, R5, R8	5,00	0,20
Group Work M12, M19	R4, R6, R10, R11	5,00	0,20
Individual Work M20	R2, R5, R8	60,00	2,40
<b>TOTAL</b>		<b>75,00</b>	<b>3,00</b>



## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R1, R2, R3, R7, R8, R9, R12, R13, R14, R15, R16, R17, R18	15,00	0,60
Synchronous Virtual Practical Session M19	R1, R2, R4, R6, R9, R10	15,00	0,60
Synchronous Virtual Seminar and Videoconference M16	R4	5,00	0,20
In-person Assessment M17	R4, R5, R10	5,00	0,20
<b>TOTAL</b>		<b>40,00</b>	<b>1,60</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M17	R4, R5, R10	35,00	1,40
Discussion Forums M15	R1, R2, R3, R4, R7, R8, R9, R12, R13, R14, R15, R16, R17, R18	5,00	0,20
Continuous Assessment Activities M13, M16	R4	5,00	0,20
<b>TOTAL</b>		<b>45,00</b>	<b>1,80</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

### Theoretical contents:

Content block	Contents
Index	<ul style="list-style-type: none"><li>· <b>Innovation and idea generation techniques</b> Definition of the idea generation process, identification of potential business opportunities, formation of work teams, and allocation of resources. Stages of the entrepreneurial process.</li><li>· <b>Legal aspects of entrepreneurship and business management</b> Explanation of the legal aspects and requirements for business creation, including shareholders' agreements, bylaws, and related documentation.</li><li>· <b>Business plan</b> Development of a business plan to assess the viability of an entrepreneurial project.</li><li>· <b>Environmental analysis: markets and products</b> Analysis of market- and product-related aspects using strategic tools, including substitute products and competitive dynamics.</li><li>· <b>Sales development</b> Definition of the target market and design of the sales strategy.</li></ul>

### Temporary organization of learning:

Block of content	Number of sessions	Hours
Index	70,00	140,00



## References

Entrepreneurship John R Bessant, Joe Tidd

1. URBANO, D y TOLEDANO, N. **Invitación al emprendimiento: una aproximación a la creación de empresas.** Barcelona, UOC, 2008.

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2. GONZÁLEZ DOMÍNGUEZ, F.J. **Creación de empresas: guía para el desarrollo de iniciativas empresariales.** Ed. Pirámide, 2000.

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3. OLLÉ ET AL. **Creación y desarrollo empresarial. El plan de empresa: cómo planificar la creación de una empresa.** Barcelona. Marcombo, Boixareu editores, 1997.

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4. HOYOS, J. Y MENDIALDUA, A. **Financiación del proceso emprendedor.** Ed. Pirámide. 2014

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5. ARREGUI MARTÍNEZ DE LEJARZA, V. (Coord.). **Curso de emprendimiento y gestión empresarial.** ESIC. Madrid. 2013.

?

6. JIMÉNEZ QUINTERO, J.A. **Creación de empresas: viabilidad estratégica en la práctica.** Ed. Pirámide. 2012

?

7. TODOLÍ CERVERA, F. **Creación de empresas: paso a paso.** Ed CISS. 2012