

27348 - Entrepreneurship

Información del Plan Docente

Academic Year	2017/18
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.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.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

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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.

5.2.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 solved doubts and to follow-up students' work.

Assessment: final examination

5.3.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

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

5.4. Course planning and calendar

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

5.5. Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- BB** Bygrave, William D.. Entrepreneurship / William Bygrave, Andrew Zacharakis . 3rd ed. Hoboken, New Jersey : Wiley, cop. 2014
- BB** Creación de empresa : los mejores textos / José Carlos Arnal Losilla (coord). ; [Prólogo de Manuel Pizarro Moreno] . 1ª ed. Barcelona : Ariel, 2003
- BB** Fernández Aguado, Javier. Manual para la creación de empresas : cómo emprender y consolidar un proyecto empresarial / Javier Fernández Aguado, Ignacio López Domínguez, Antonio Rodríguez Fernel ; prólogo de D. José Barea Tejeiro . Madrid : Edisofer, 2000
- BB** Hisrich, Robert D.. Emprendedores = Entrepreneurship / Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd ; traductor, Yago Moreno ; prólogo y adaptación, Eugenia Bieto, Montse Ollé, Marcell Planellas. 6ª ed. Madrid : McGraw-Hill, Interamericana de España, [2005]
- BB** Jiménez Quintero, José Antonio : Dirección estratégica / José Antonio Jiménez Quintero . - 2ª ed. Madrid : Pirámide, [2015]
- BB** Rajadell Carreras, Manel. Creación de empresas/ Manel Rajadell Carreras . 1a ed. Barcelona : Edicions UPC, 2003

LISTADO DE URLs:

Global Entrepreneurship Monitor (2015).
GEM España 2014
[<http://www.cise.es/wp-content/uploads/Informe-GEM-Espa%C3%B1a-2014.pdf>]