

27348 - Entrepreneurship

Syllabus Information

Academic Year: 2020/21

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: 448 - Second semester

454 - Second semester

458 - Second semester

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

As a general rule, the teaching methodology is intended to be in-person classes. However, if needed due to health issues, lectures may take place online.

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

4.2.Learning tasks

This 5 ECTS course is organized as follows:

- **Lectures** (2,5 ECTS: 25 hours). The professor explains theoretical contents.
- **Practice sessions** (2,5 ECTS: 25 hours). they can involve discussion and presentation of case studies, practical

work outside the classroom (field work or visits), and seminars.

- **Autonomous work and study** (75 hours). Problem-based learning, laboratory (ICT tools), seminars, 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 tasks.** Final exam

4.3.Syllabus

This course will address the following topics:

- **Topic 0. Introduction**
- **Topic 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
- **Topic 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
- **Topic 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
- **Topic 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

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsh.unizar.es/>).

4.5.Bibliography and recommended resources