

Academic Year/course: 2021/22

28538 - Company Creation

Syllabus Information

Academic Year: 2021/22

Subject: 28538 - Company Creation

Faculty / School: 108 - Facultad de Ciencias Sociales y del Trabajo

Degree: 428 - Degree in Labour Relations and Human Resources

ECTS: 3.0

Year: 4 and 3 and 2

Semester: Second semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The development of the subject is structured around two axes: the explanatory classes and the sessions in which active learning methodologies will be used.

- Explanatory classes (T1): This consists of an orderly presentation of the content of the subject by the lecturer, who will offer an overview of the topics of the subject by presenting facts, events, experiences, principles or theories. In them, the student will have the opportunity to ask questions and participate in the discussions that may arise. In addition, these explanations may be complemented with time for the student to apply this knowledge to the specific case that he/she will develop in his/her business plan.

- Active methodologies (T2 and T6): In this subject, students will work in groups, thus promoting cooperation and collaboration between group members. The objective will be to develop a business plan based on the idea proposed by each of the groups. In each of the practical sessions, the participants will work on a point of the business plan that has been previously developed in the explanatory classes.

The hours of activities will correspond to those established in the Teaching Organisation Plan for the corresponding academic year, totalling 75 hours.

In principle, the teaching methodology is expected to be based on face-to-face classes. However, according to the decision taken on July 14th by the Quality Assurance Committee of the Degree, the subject will be taught in a non face-to-face way. In this situation, use will be made of the telematic means available at the University of Zaragoza: Moodle-ADD, Google meet or similar, e-mail, etc. Given that the course is taught in the second semester of the year, we will have to wait for the evolution of the Covid-19 pandemic and the decisions of the health and academic authorities in this regard. In the event of not being present, students will require a computer, network connection, microphone, webcam or similar.

4.2. Learning tasks

Three learning activities are programmed:

- Lecture classes (T1) (15 hours).

- Dynamic activities (T2): development of a business project (15 hours).
- Tutored work (T6) and Student work (45 hours).

In order to develop the proposed framework, the Business Creation course is structured around two main learning activities.

- The first is constituted by the analysis of some management problems that are particularly important for small and medium-sized companies and corresponds to chapters 1 to 4 of the programme, which will be developed in the expository sessions. (T 1)
- The second revolves around the business plan, which must be carried out by all the students throughout the course, forming work teams for this purpose. (T2 and T6)

4.3. Syllabus

1. THE ROLE OF SMEs IN ECONOMIC ACTIVITY

- 1.1 Characterisation and importance of the SME
- 1.2 The figure of the entrepreneur
- 1.3 The process of idea generation

2. THE ELABORATION OF A BUSINESS PROJECT: THE BUSINESS PLAN

- 2.1 The business plan: concept
- 2.2 Structure of the business plan
- 2.3 Presentation of the project
- 2.4 Strategic feasibility
- 2.5 Commercial feasibility
- 2.6 Technical feasibility

3. ORGANISATIONAL STRUCTURE AND CHOICE OF LEGAL FORM

- 3.1 Organisational structure
- 3.2 Legal forms and formalities for company formation
- 3.3 Criteria for the choice of legal form

4. FINANCING IN THE SME

- 4.1 Introduction
- 4.2 Sources of financing in SMEs 4.3.
- 4.3 Economic-financial analysis of the business plan

4.4. Course planning and calendar

The calendar of the theoretical and practical sessions of each group can be consulted on the website of the corresponding centre.

The activities and key dates will be communicated through the virtual platform of the subject at the beginning of the teaching period (virtual campus moodle2: <https://moodle2.unizar.es>).

The dates of the final exams can be consulted on the centre's website. In any case, at the beginning of the course, the teaching staff will inform of the key dates for the different assessment activities to be carried out.