

## 27348 - Entrepreneurship

### Syllabus Information

**Academic year:** 2023/24

**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:** 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

**ECTS:** 5.0

**Year:** 4

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

The primary objective of this course is for students to learn about the process of creating an organization. This process requires a comprehensive understanding of the various functional areas typical of a business. This holistic view in the development of a business project is necessary to assess its viability and the conditions under which it can ensure its survival in the market.

This course allows students to get closer to the process of creating businesses. Although the course has a practical focus, students should be familiar with the subjects related to Business Organization that have been taught earlier in the Bachelor of Business Administration program and cover the functioning of the different areas of a company.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030

Agenda (<https://www.un.org/sustainabledevelopment/>), specifically, the activities planned in the course will contribute to

achieving the following objectives:

Goal 4: Quality Education.

Goal 8: Decent Work and Economic Growth

### 2. Learning results

- Identify the defining characteristics of small and medium-sized enterprises (SMEs), as well as the underlying issues that justify studying these types of entities separately.
- Develop a comprehensive business plan, being able to determine the causal relationships among the feasibilities that make up such a business plan (strategic viability, commercial viability, technical viability, and economic-financial viability).
- Assess the overall viability of a company based on the study of the business plan and be prepared to make recommendations aimed at determining the limitations that condition such viability.
- Understand the process of creating a company and be familiar with the stages involved in this creation.

### 3. Syllabus

1. INTRODUCTION
2. THE ROLE OF SMEs IN ECONOMIC ACTIVITY
3. DEVELOPMENT OF A BUSINESS PLAN
4. LEGAL ASPECTS OF THE COMPANY
5. FINANCING IN SMEs

### 4. Academic activities

The learning activities of the course are the following:

Theoretical sessions: 25 hours

Practical sessions: 25 hours

Personal study: 75 hours

5 ECTS = 125 hours

Initially, the teaching methodology and evaluation are planned to revolve around in-person classes. However, if circumstances require it, they may be conducted online.

### 5. Assessment system

Given the predominantly practical nature of the subject and the importance of continuous work throughout the course, the final grade will take into account this work, as well as the results of the self-assessment activity that students will carry out on the day of the oral presentations of the business plans. In this activity, students will assess their own effort and that of their groupmates throughout the development of the business plan. In both examination periods, you can choose between taking a comprehensive exam or utilizing the work completed

during the course. In the first scenario, this comprehensive exam will involve taking a test and submitting and presenting an individual business plan, with a weight of 40% for the test and 60% for the business plan in the final grade. In the second scenario, the maximum score achievable for each of the tests conducted during the course is as follows:

<b>Business Startup project</b>	<b>90 points</b>
Initial proposal	10 points
Final project	60 points
Oral presentation	20 points
<b>Self-assessment activity</b>	<b>10 points</b>