

28538 - Company Creation

Syllabus Information

Academic year: 2023/24

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:

Semester: Second semester

Subject type: Optional

Module:

1. General information

The goal of the subject is to foster an entrepreneurial spirit in students and to encourage them to assume an active position in the face of possible future challenges that may arise as potential entrepreneurs. The subject clears up the doubts that may arise in the process of creating a company and helps to avoid the main mistakes that are made at the beginning of an entrepreneurial project.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject will contribute to some extent to the achievement of goals 1, 8 and 9.

For an optimal understanding of the subject, it is necessary to keep in mind some of the knowledge acquired in the subjects of Strategic Management, Human Resources Management and Business Organization at . Students must be constant in their work, and attendance and active participation in class is essential.

2. Learning results

The student body:

- It is capable of making diagnoses and making proposals for organizational improvement.
- Knows the functions and activities performed by the company's management.
- Is able to obtain and interpret information on the company's financial resources.
- Establishes and determines the technical, commercial, strategic and economic-financial feasibility of a business plan.
- He is able to prepare, apply and interpret productivity, cash flow and profitability ratios.
- Is capable of analyzing, evaluating and proposing business ideas and business plans.
- It connects knowledge from the areas of strategy, organization, finance and business management.

3. Syllabus

1. THE ROLE OF SMEs IN ECONOMIC ACTIVITY

1.1 Characterization and importance of SMEs

1.2 The figure of the entrepreneur

1.3 The idea generation process

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

2.1 The business plan: concept

2.2 Business plan structure

2.3 Presentation of the project

2.4 Strategic viability

2.5 Commercial viability

2.6 Technical feasibility

3. ORGANIZATIONAL STRUCTURE AND CHOICE OF LEGAL FORM

3.1 Organizational structure

3.2 Legal forms and formalities for the incorporation of the company

3.3 Criteria for choosing the legal form

4. SME FINANCING

4.1 Introduction

4.2 Sources of financing for SMEs

4.3 Economic-financial analysis of the business plan

4. Academic activities

Master classes (T1): 15 hours

Theoretical-practical sessions in which the contents of the subject will be explained.

Problem solving and case studies (T2): 15 hours

Sessions to solve practical cases and exercises presented by the teachers.

Teaching assignments (T6): 13.5 hours

Evaluated readings and assignments are included.

Autonomous study and work of the student (T7): 30 hours

Assessment tests (T8): 1.5 hours

5. Assessment system

1.- Continuous assessment system:

- **Final exam (40% final grade):** where the theoretical knowledge of the subject will be assessed.
- **Elaboration and presentation of a business plan (60 % final grade):** throughout the classes, through various activities, a business plan will be elaborated and presented in groups of 3 or 4 people:
 - **Delivery and presentation of the business idea:** 5 % final grade.
 - **Business plan development activities:** 30 % final grade
 - **Oral presentation and final business plan document:** 25 % final grade
 - The grade obtained is the same for all members of the group, and may be corrected if clear asymmetries are detected in the work performed.
- Continuous evaluation entails the obligation of attendance, participation and delivery of all activities on the dates communicated by the teacher. Failure to comply with any of the above obligations automatically leads to the completion of the overall test.
- To pass the subject: a) The final grade must be equal or higher than 5 points; b) The grade obtained in the final exam must be equal or higher than 4 points.

2.- Overall assessment system

In the case of students who decide not to carry out the activities proposed throughout the course, the maximum grade to be obtained will be the following:

1. **Theoretical-practical final exam (50 % final grade):** it will consist of several **theoretical-practical** exercises and/or multiple-choice questions.
2. **-Delivery and individual presentation of a business plan (50 % final mark):** with similar characteristics to the one carried out in the continuous assessment.

The final grade will be the result of the sum of the grades of each of the previous activities, being necessary to obtain a score equal to 5 in both of them to pass the subject.