

## 39765 - Entrepreneurship

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 39765 - Entrepreneurship

**Faculty / School:** 175 - Escuela Universitaria Politécnica de La Almunia

**Degree:** 608 -

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

#### Objectives:

- Address the fundamentals of entrepreneurship.
- Identify the fields of application of entrepreneurship.
- Promote awareness of entrepreneurial initiatives.
- To know the critical elements for the success of the venture.
- Analyze the methodology of analysis of the Business Plan and its contents.

### 2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

1. Acquire the basic knowledge for entrepreneurship and business creation.
2. Analyze the current situation and the complexity of business activities.
3. To develop the capacity for analysis and critical reasoning.
4. To know the key aspects (legal, bureaucratic and political) for the creation of a company.
5. Learn the techniques and skills to speak in public and defend business projects.
6. Value the importance of attitude and willingness to change.

### 3. Syllabus

#### Block I - Entrepreneurship and Business Models

Entrepreneurship and the entrepreneur

Generation of business models

#### Block II - Business Plan

Strategic plan

Marketing plan

Production plan

Organizational and human resources plan

Economic-financial plan

#### Block III - Annexes: Processing and Communication

Procedures and assistance

Communication

### 4. Academic activities

#### Face-to-face activities:

- Expository classes: Theoretical concepts and practical examples will be explained.
- Practical classes: Exercises and case studies will be carried out.

#### Non-face-to-face activities:

- Study of theoretical and practical contents.

- Preparation and resolution of exercises, reports or proposed cases.
- Preparation of the continuous and final evaluation work.

**Tutored autonomous activities:**

- Focused on work performance.

**Reinforcement activities:**

- Moodle can be used to propose activities that reinforce the basic contents of the course.

On the Moodle platform all questions related to the subject will be displayed and raised, including due dates for work.

## 5. Assessment system

The Continuous Assessment method is considered to be the most in line with the guidelines of the EHEA framework. If the student does not pass in this way, they will have two additional calls to do so.

**Continuous Assessment:**

It consists on a work focused on the creation of a company, analyzing the business model, the structure and the planning of the most appropriate functional areas to achieve its goals.

To be eligible for the continuous assessment it will be necessary to attend at least 80% of the classroom activities: classes, practicals, visits, lectures...

**Global Assessment:**

The student will be able to take, in the way and in the term that the center considers, a Global Assessment in calling, as opposed to the Continuous Assessment. It will consist of a single work with which 100% of the grade will be evaluated. It will deal with the realization of a work of creation of a company by means of the same methodology and criteria of correction as those of the Continuous Assessment.

## 6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality
- 8 - Decent Work and Economic Growth