

61764 - Entrepreneurial activity: theoretical and empirical perspectives

Syllabus Information

Academic year: 2024/25

Subject: 61764 - Entrepreneurial activity: theoretical and empirical perspectives

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

This subject aims to provide the student with an overview of the literature in the field of entrepreneurship, a relatively new discipline but one that has been particularly prolific in recent years. This general objective is translated into the following specific objectives:

- Presentation of the fundamentals and main theories of the literature on entrepreneurship.
- Discussion of the most relevant methodological aspects of the discipline, identifying the main publications and lines of research. Special attention will be given to the GEM project due to its relevance in the field of entrepreneurship.
- Analysis of the determinants of entrepreneurial activity, both those that originate in the entrepreneur's own characteristics and those that originate in the environment.

2. Learning results

Upon completion of the subject, the student will be able to:

- Understand the phenomenon of entrepreneurship and its importance as a driver of economic activity in a country.
- Identify the theoretical foundations and methodology used in entrepreneurship research, as well as interpret the main results obtained in the most relevant works.
- Offer critical appraisals of the main theories and contributions, analysing the strengths and weaknesses of each of them.
- Make contributions that enable the development of new ideas or approaches that may represent an advance in the field of entrepreneurship.
- Communicate their knowledge and ideas both orally and in writing

3. Syllabus

- Introduction to entrepreneurship.
- Methodological aspects in entrepreneurship research.
- Determinants of entrepreneurial activity.
- Survival and entrepreneurship.
- Innovation and entrepreneurship.
- Other relevant topics in the study of entrepreneurship.

4. Academic activities

- Master classes, 15 hours
- Discussion of readings and work, 15 hours.
- Reading of recommended material, 20 hours.
- Preparation and presentations and final proposal, 20 hours.
- Preparation and writing of the exam, 5 hours.

5. Assessment system

- Delivery of the summaries corresponding to the assigned readings (3-5 pages) at least 24 hours in advance (15% of the grade).
- Presentation of the assigned readings in the different sessions, using academic arguments to defend the points of view presented and critically assessing the work (15% of the grade).
- Proposal of a research project (15-20 pages) to be written during the second part of the term. Critical analysis of a

peer's proposal, pointing out the possible limitations and deficiencies of the work and providing suggestions for improvement (70% of the grade).

Alternatively, the student may choose to take a final exam including a series of open questions to demonstrate the acquisition of the competencies taught in the subject (100% of the grade).

6. Sustainable Development Goals

- 4 - Quality Education
- 8 - Decent Work and Economic Growth
- 9 - Industry, Innovation and Infrastructure