



1.- SUBJECT											
1.1.- TOPIC (AREA OF KNOWLEDGE)	Creation of companies and business organisation										
1.2.- NAME	Entrepreneurship										
2.- LECTURER	Jokin Cearra Mendialdua										
3.- GENERAL DETAILS											
3.1.- TYPE	Optional										
3.2.- ECTS CREDITS	6										
3.3.- YEAR	Third										
3.4.- SEMESTER	Second										
3.5.- LANGUAGE	English										
4.- GENERAL COMPETENCIES	<table border="1"><tr><td>CG1</td><td>Analyse and synthesise phenomena and situations</td></tr><tr><td>CG2</td><td>Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation</td></tr><tr><td>CG7</td><td>Innovate and apply lateral thinking in problem solving and decision making.</td></tr><tr><td>CG14</td><td>Lead projects and organisations, working constructively with the group integrating its members and helping its development</td></tr><tr><td>CG15</td><td>Undertake projects taking into account the risks and responsibility that these entail</td></tr></table>	CG1	Analyse and synthesise phenomena and situations	CG2	Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation	CG7	Innovate and apply lateral thinking in problem solving and decision making.	CG14	Lead projects and organisations, working constructively with the group integrating its members and helping its development	CG15	Undertake projects taking into account the risks and responsibility that these entail
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5.- SPECIFIC COMPETENCIES	<table border="1"><tr><td>CE4</td><td>Understand different models of business organisations, differentiating the main departments and areas of decision making</td></tr></table>	CE4	Understand different models of business organisations, differentiating the main departments and areas of decision making								
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6.- CONTENTS	<p>The term starts with the generation business ideas following a methodology based on design thinking. Those are filtered in order to select the most promising one. After that the objective is to develop the business plan to transform that idea in a feasible business taking into account the Sustainable Development Goals.</p> <p>The subject is divided in the following topics:</p> <ol style="list-style-type: none">01.- Introduction: business idea and phases of business creation02.- Business plan: structure and content03.- Legal plan: constitution, procedures, taxation04.- Strategic plan: analysis of the competition/ key success factors/ business model05.- Market research/ Lean startup06.- Marketing plan07.- Operations or production plan08.- Organizational plans or human resources09.- Information systems plan10.- Economic-financial plan: feasibility analysis of the business plan and sources of financing11.- Public and private aid programs and information of interest to entrepreneurs										
7. METHODOLOGY	<ul style="list-style-type: none">- Master classes: to work on the competences from a theoretical point of view and with examples- Case studies: to work on competences from a practical point of view										

	by analysing real cases - Team project: to work on competencies from a practical point of view with teamwork - Conferences of entrepreneurs: to work on competences from a practical point of view from the experience of the speakers						
8.- LEARNING OUTCOMES	- Be able to design, at a basic level, the plan for starting a business.						
9.- EVALUATION CRITERIA	Criteria	Competencies					Value (%)
	Teamwork: preparation and presentation of a business plan (final work)	CG1, CG2, CG7, CG14, CG15, CE4					35%
	Presentation of the progress of the different parts of it (intermediate evaluation)	CG1, CG2, CG7, CG14, CG15, CE4					30%
	Final written test	CG1, CG2, CG14, CG15, CE4					15%
	Attitude, attendance and participation	CG1, CG2, CG14, CG15, CE4					20%
	General comments						
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	Comments on extra-ordinary evaluation	- You can maintain the qualification of the business plan or choose to improve it by presenting it again with the appropriate improvements and / or corrections, assuming this assessment 50% of the evaluation. There will be a final written test to assess the other 50% or you can maintain the former mark in the final written test.					
	Comments on students from previous years (without lecturing)	- You can maintain the qualification of the business plan or choose to improve it by presenting it again with the appropriate improvements and/ or corrections, assuming this assessment 50% of the evaluation. There will be a final written test to assess the other 50% or you can maintain the mark of the final written test.					
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10.- BIBLIOGRAPHY	González, Francisco José; CREACIÓN DE EMPRESAS: GUÍA DEL EMPRENDEDOR; Pirámide 2012 Fernández, Zulima; MANUAL DE CREACIÓN DE EMPRESAS: DE LA OPORTUNIDAD A LA PUESTA EN MARCHA; Thomson Aranzadi 2014. Trías de Bes, Fernando; EL LIBRO NEGRO DEL EMPRENDEDOR; Empresa Activa 2007						
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Jan.	Feb.	Mar.	Apr.	May.	Total
	Whole business plan (final evaluation)					35%	35%
	Business plan in progress (intermediate evaluation)			15%	15%		30%
	Final written test					15%	15%
	Attitude, attendance and participation	20%					20%
	Total						100%