

GUÍA DOCENTE

CURSO 2022/2023

1.- ASIGNATURA		
1.1.- MATERIA (ÁREA DE CONOCIMIENTO)	Organización y creación de empresas	
1.2.- DENOMINACIÓN	Entrepreneurship	
2.- PROFESOR/A (S)	Jokin Cearra Mendialdua	
3.- CARACTERÍSTICAS		
3.1.- CARÁCTER	Optativa	
3.2.- EXTENSIÓN (créditos)	6	
3.3.- CURSO	Tercero	
3.4.- CUATRIMESTRE	Segundo	
3.5.- IDIOMA	Inglés	
4.- COMPETENCIAS GENERALES	CG1	Ser capaz de analizar y sintetizar fenómenos y situaciones.
	CG2	Ser capaz de planificar y organizar proyectos, determinando eficazmente fines, metas, objetivos y prioridades, estableciendo actividades, plazos y recursos y controlando la ejecución.
	CG7	Ser capaz de resolver problemas desde la creatividad, buscando alternativas, valorando éstas y tomando decisiones.
	CG14	Ser capaz de liderar proyectos u organizaciones, influyendo positivamente en el grupo, integrando a las personas y contribuyendo a su desarrollo.
	CG15	Predisponer a emprender proyectos, desde la consciencia y la responsabilidad de los riesgos que comportan.
5.- COMPETENCIAS ESPECÍFICAS	CE4	Comprender los distintos modelos de organización de empresas, distinguiendo en ellos las principales áreas funcionales y los más relevantes ámbitos de decisión.
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> <p>01.- Introduction: business idea and phases of business creation</p> <p>02.- Business plan: structure and content</p> <p>03.- Legal plan: constitution, procedures, taxation</p> <p>04.- Strategic plan: analysis of the competition/ key success factors/ business model</p> <p>05.- Market research/ Lean startup</p> <p>06.- Marketing plan</p> <p>07.- Operations or production plan</p> <p>08.- Organizational plans or human resources</p> <p>09.- Information systems plan</p> <p>10.- Economic-financial plan: feasibility analysis of the business plan and sources of financing</p> <p>11.- Public and private aid programs and information of interest to entrepreneurs</p>	
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	Criterion	Competences				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				15%		
	Case Studies	CG1, CG2, CG7, CG14, CG15, CE4				15%		
	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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	Observations extraordinary call							
	- 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%.							
Observations calls for students of previous years (without teaching)								
- 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%.								
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.- DISTRIBUTION OF EVALUATION CRITERIA	Criterion	Jan.	Feb.	Mar.	Apr.	May.	Total	
	Group work: preparation and presentation of a business plan					35%	35%	
	Presentation of plan progress and case studies			15%	15%		30%	
	Final written test					15%	15%	
	Attitude, attendance and participation	20%						20%
	Total							100%