

# BACHELOR'S DEGREE IN FINANCE AND ACCOUNTING (FICO) • 2020-2021

## A) COURSE BASIC INFORMATION

SUBJECT (ENGLISH)		ENTREPRENEURSHIP			
ASIGNATURA (ESPAÑOL)		CREACIÓN DE EMPRESAS			
CODE	858510223/858610223/859010223/859110223/909517240	YEAR OF STUDY PLAN		2010	
TYPE	BASIC	<input checked="" type="checkbox"/>	COMMON/COMPULSORY	<input type="checkbox"/>	PROFESSIONAL PROJECTION
MODULE (ENGLISH/ESPAÑOL/)		BASICS STUDIES OF ECONOMICS AND BUSINESS / FORMACIÓN BÁSICA EN CIENCIAS ECONÓMICAS Y EMPRESARIALES			
TOPIC (ENGLISH/ESPAÑOL)		ENTREPRENEURSHIP/EMPREDIMIENTO			
COURSE	4 <sup>st</sup>	SEMESTER	2 <sup>nd</sup>		
Total credits (ECTS)	6,0	Hours Large Group (80%)	48	Hours Reduced Group (20%)	12

### LESSONS' SCHEDULE

This schedule corresponds to regular lessons in large groups and might change slightly some weeks depending on organizational and educational needs. It is compulsory to check the official weekly schedule provided by the faculty for both large and reduced groups.

GROUP	Monday	Tuesday	Wednesday	Thursday	Friday
I	10:30-12:30		10:30-12:30		
II					

## B) TEACHING STAFF

### LECTURERS IN CHARGE

FULL NAME	PhD. JUAN DIEGO BORRERO SÁNCHEZ				
DEPARTMENT	BUSINESS AND MARKETING				
KNOWLEDGE FIELD	ENTREPRENEURSHIP				
OFFICE No.	34	LOCATION	Faculty of Business and Tourism		
E-MAIL	jdiego@uhu.es		PHONE	+34-959.21.79.27	
URL WEB			VIRTUAL CAMPUS	Moodle	

### OFFICE HOURS

Second semester				
Monday	Tuesday	Wednesday	Thursday	Friday
09:00-10:30/12.30-14.00		09:00-10:30/12.30-14.00		

These office hours might change some weeks depending on organizational and educational needs. In this case, new office hours would be announced in advanced in the classroom and, by means of the virtual platform Moodle.

FULL NAME					
DEPARTMENT					
KNOWLEDGE FIELD					
OFFICE No.		LOCATION			
E-MAIL			PHONE		
URL WEB			VIRTUAL CAMPUS		

### OFFICE HOURS

Second semester				
Monday	Tuesday	Wednesday	Thursday	Friday

### OTHER LECTURERS

FULL NAME					
DEPARTMENT					
KNOWLEDGE FIELD					
OFFICE No.		LOCATION			
E-MAIL			PHONE		
URL WEB			VIRTUAL CAMPUS		

### OFFICE HOURS

Second semester				
Monday	Tuesday	Wednesday	Thursday	Friday

## C) SPECIFIC COURSE INFORMATION

### 1. OFFICIAL LANGUAGES

<input checked="" type="checkbox"/>	English	<input type="checkbox"/>	Spanish	<input type="checkbox"/>	German	<input type="checkbox"/>	French
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### 2. DESCRIPTOR

ENGLISH	This course provides to the students skills to develop startups. The main topics covered in this course are lean startup methodology and customer development.
SPANISH	
<b>3. SITUATION</b>	
<b>3.1. PRERREQUISITES</b>	
None, but it is advisable to have some knowledge of Strategic Analysis and Business Administration.	
<b>3.2. CONTEXT WITHIN THE BACHELOR'S PROGRAM</b>	
<b>Aims</b>	
This course complements the knowledge acquired during the Bachelor degree. In particular, students should be able to analyze the behavior of consumers and businesses as well as the environment in which they operate.	
<b>Objectives</b>	
The general objectives of this course are to provide students with the conceptual models and tools for analysing business opportunities and formulating entrepreneurial strategies; to equip them with practical skills and techniques essential to planning, financing, and operating new business ventures; and to familiarise them with strategic, organisational, and managerial approaches appropriate in different contexts, both in developed economies and emerging markets.	
<b>What You Can Expect</b>	
The course provides you with strategies to handle the formidable challenges associated with moving into new and increasingly more complex environment. As recent events in the business world have highlighted, companies need entrepreneurs and leaders who exhibit high standards of integrity, take responsibility for their actions, and are guided by enduring principles rather than short-term expedience. Such they are in short supply, however. This <i>can</i> be learned, <i>learning by doing</i> .	
<b>Your Course of Study</b>	
Lectures, case studies, videos, and group discussions provide a rich learning experience that immerses you in the qualities of an effective entrepreneur or leader. The program prompts you to explore the qualities of authentic leaders as well as the deeply personal core of your own leadership. In addition to examining your life experiences and identifying the essence of your authentic leadership in guided exercises and case studies, you will have the opportunity to create a business model.	
<b>3.3. RECOMENDATIONS</b>	
Microeconomics is based on rigorous knowledge of customers and environment.	
<b>4. COMPETENCES</b>	
<b>4.1. GENERAL/TRANSVERSAL COMPETENCES</b>	
TC5. Master strategies for active job search and entrepreneurship.	
<b>4.2. SPECIFIC COMPETENCES</b>	
CB2. Know how to apply their knowledge to their work or vocation in a professional way. They should also possess the skills that are usually demonstrated through the elaboration and defence of arguments and in problem solving within their area of study.	
CB4. Be able to convey information, ideas, problems and solutions to both specialised and non-specialised audiences.	
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Universidad de Huelva

Facultad de Ciencias Empresariales

## 5. COURSE OBJECTIVES

### 5.1. GENERAL OBJECTIVES

- To find a purpose
- To understand the market.
- To understand the costumers.

### 5.2. SPECIFIC OBJECTIVES

- Enable students to develop and implement a business plan.
- Develop their competencies for discover business opportunities.

## 6. EDUCATIONAL ACTIVITIES, TEACHING/LEARNING METHODOLOGY AND ITS RELATIONSHIP WITH COMPETENCES TO BE ACQUIRED BY THE STUDENT

Methodology	Activity	Description	Hours
Total presence (63 hours)	Theoretical lessons	Magistral lessons promoting students' participation	18
	Practical lessons	Practical cases	16
		Reduced group: Run the startup	11
	Evaluation	Present some assignments such as Pitch, an effective business model and business plan Written and/or oral exams	18
Autonomous work load (77 hours)	Group assignments	Search for information Evaluate entrepreneurial opportunities Analyse business opportunities Customer discovery Develop practical skills	50
		Contents' learning	Theoretical (concepts and fundaments) and practical course contents
Office hours (10 hours)	Individual	Office- and distance-based (e-mail). Questions resolution	10

The virtual platform *Moodle* will include support and guidance material for an appropriate lessons following. For theoretical lessons, we will use the following resources: (i) traditional blackboard; (ii) presentations; and (iii) supplementary material uploaded in *Moodle*. Practical lessons will serve to explore the theoretical course contents from an applied perspective. To this end, we will focus on business models.

## 7. BLOCKS AND CONTENTS

### 7.1. BLOCKS

- 1: Entrepreneurship methodology.
- 2: The idea. Steps to starting a business.
- 3: Organizational plan and business model management.
- 4: Business plan.
- 5: Procedures for setting up a startup.

### 7.2. BRIEF CONTENTS DESCRIPTION

- leadership and entrepreneurship
- lean start-up
- lean canvas
- market segmentation
- customer development
- prototyping
- business model
- business plan
- online social networks and communities

## 8. REFERENCES

### 8.1. MAIN REFERENCES

- Aulet, Bill. Disciplined Entrepreneurship

### 8.2. OTHER REFERENCES

- Blank, Stephen G. The Four Steps to the Epiphany
- Chan Kim, W. Blue Ocean Strategy
- Kawasaki, Guy. The Art of the Start
- Osterwalder, Alexander & Pigneur, Yves. Business Model Generation
- Ries, Eric. The Lean Startup

## 9. ASSESSMENT

Instruments	Description	Elements to be evaluated	Weight
Final Startup Project Presentation	You have to write a business model around a big idea you'll work on step-by-step through the course of the class and to do a presentation in class: •Report Submission 10,00 words (word). Individual or group work (30%) •Final in-class Startup Project Presentation (pptx). Individual or group work (20%)	<ul style="list-style-type: none"> <li>• Problem-solving ability</li> <li>• Application of theoretical contents to practice</li> <li>• Synthesis capacity</li> <li>• Knowledge and understanding level</li> <li>• Absence of errors</li> <li>• Proper use of concepts and terminology</li> <li>• Internal consistency of the project/written exam itself, and consistency between the project/exam and</li> </ul>	50

		<p>the topic</p> <ul style="list-style-type: none"> <li>• Correct spelling, grammar and syntax</li> <li>• Ability to interrelate theories, models and concepts</li> <li>• Concreteness and accuracy of answers</li> </ul>	
Continuous evaluation	<ul style="list-style-type: none"> <li>• Assignments (40%). Some activities will be sent to do. Submit via <b>moodle</b> with the <b>subject and the filename</b>: assign_x-surname_name_topic or assign_x-teamname_topic (e.g., <b>assign_1-borrero_juandiego_leadership; assign_4-myteam_step0106</b>)</li> <li>• Proposal Submission 1,500 words (Word). Group work (15%).</li> <li>• Pitch 60" (video). Group work (15%).</li> <li>• Self-Reflective Report Submission 2,000 words (word). Individual work (10%).</li> <li>• Class Participation and Attendance (10%). It is very important to participate in class.</li> </ul>	<ul style="list-style-type: none"> <li>• Correct use of language in both oral and written activities.</li> <li>• Clarity of analysis and presentation of results.</li> <li>• Problem-solving ability.</li> <li>• Supervised academic activity (SAA): ability to plan, develop and present empirical work about different aspects of the subject</li> </ul>	50

- According to Real Decreto 1125/2003 (article 5 about university grading system) and ECTS conversion, results obtained by the student in each of the subjects will be graded following a numerical scale between 0 and 10 (with one decimal), which is associated to its corresponding qualitative rating:

- 0.0 - 4.9: Fail (D) / ECTS: Fail (F) or FAIL (FX)
- 5.0 - 6.9: Pass (B) / ECTS Sufficient (E) or Satisfactory (D)
- 7.0 - 8.9: Remarkable (C) / ECTS Good (C) or Very Good (B)
- 9.0 - 10: Outstanding (A) / Excellent (A)

- The distinction "With honours" can only be awarded to students with a score equal to or greater than 9.0. The total number of distinctions cannot exceed 5% of the students enrolled in the subject in the academic year (unless the number of students enrolled is lower to 20, in which case one distinction can be provided).

- The grading system is subject to the bachelor's degree grading normative of the University of Huelva (REGLAMENTO DE EVALUACIÓN PARA LAS TITULACIONES DE GRADO Y MÁSTER OFICIAL DE LA UNIVERSIDAD DE HUELVA).

- In particular, **incidence exams** will be subject to article 9 of this normative.

EXAMS CALENDAR			
EXAM	DAY	TIME	CLASSROOM
REGULAR FINAL EXAM (JUNE)	To be determined		
RESIT EXAM (JULY)	To be determined		

#### 10. MEASURES AIMED TO ADDRESS SPECIAL EDUCATIONAL NEEDS OR SITUATIONS

Those students in any of the situations described in Article 9 of the REGLAMENTO DE EVALUACIÓN PARA LAS TITULACIONES DE GRADO Y MÁSTER OFICIAL DE LA UNIVERSIDAD DE HUELVA (i.e., some situations where the student is unable to follow the course by means of the presence-based methodology; e.g., disabled students, high-ranking athletes, etc. are allowed to take a **unique final exam**. The final grade obtained in this exam (on a scale from 0 to 10) will be used as the final grade in the course.

#### D) WORK DISTRIBUTION

##### 11. STUDENT HOURS OF WORK

Total hours: 150 (6 ECTS credits)

- Total presence: 63 hours (Lessons+Office hours+Examination)
- Problem set resolution: 27 hours
- Other autonomous individual work: 60 study hours

##### 12. WEEKLY SCHEDULE OF CLASSROOM-BASED ACTIVITIES

See faculty webpage

## E) DETAILED CONTENTS

### BLOCK I. TO START

1. Entrepreneurship
2. Leadership
3. Lean startup methodology

### BLOCK II. IDEA AND OPPORTUNITY

1. Idea connected with a purpose
2. Find a Business opportunity
3. Make your first Lean Canvas

### BLOCK III. WHO IS YOUR CUSTOMER?

1. Market segmentation
2. Customer behaviour
3. End user profile.

### BLOCK IV. WHAT WILL BE YOUR PRODUCT?

1. Value proposition
2. Competitive chart

### BLOCK V. HOW DO YOU MAKE MONEY?

1. Business model
2. Brochure/Minimum Viable Product

### BLOCK VI. HOW DO YOU BUILD YOUR PRODUCT?

1. Business Plan
2. Marketing Plan

## F) CONTROL AND FORECASTING INSTRUMENTS

Competences and contents achievement would take place by means of *activities portfolio*. We refer to a set of practical exercises associated to the course blocks that will be completed either individually (questionnaires and problem set) or during reduced group lessons. Repeaters will NOT be exempted from this activities.

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