



Faculty of Business and Tourism

GENERAL SPECIFICATIONS

BACHELOR'S DEGREE IN FINANCE AND ACCOUNTING (FICO)

Subject Data

Name:

Creación de Empresas DLEX

English name:

Entrepreneurship

Code:

858610223

Type:

Basic

Hours:

	Total	In class	Out class
Time distribution	150	45	105

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
36	9			

Departments:

Dirección de Empresas y Marketing / Business and Marketing Department

Knowledge areas:

Organización de Empresas/Business Management

Year:

Fourth

Semester

2

ANEXO I

TEACHING STAFF

Name:	E-mail:	Telephone
Juan Diego Borrero	jdiego@uhu.es	+34 959 21 79 01 +34 959 21 96 96
Others Data (Tutoring, schedule...)		
<p>OFFICE HOURS</p> <p>First Semester Tue: 9:00-12:00. La Merced. Second floor. Office 39 Tue: 19:30-21:00. ETSI. Second floor. Office 262 Wed: 19:00-20:30. ETSI. Second floor. Office 262</p> <p>Second Semester Mon: 12:30-14:00. La Merced. Second floor. Office 39 Mon: 16:00-19:00. La Merced. Second floor. Office 39 Wed: 12:30-14:00. La Merced. Second floor. Office 39</p>		

ANEXO I

SPECIFIC INFORMATION OF THE COURSE

I. Contents description:

1.1 In 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.

1.2 In Spanish:

Este curso proporciona a los estudiantes habilidades para crear startups. Los principales temas tratados en este curso son la metodología lean startup y el desarrollo de clientes.

2. Background:

2.1 Situation within the Degree:

Aims

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.

Objectives

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.

What You Can Expect

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 *can* be learned, *learning by doing*.

Your Course of Study

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 entrepreneurs 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.

2.2 Recommendations

Basic training in Strategic management, Marketing and Financial Management.

ANEXO I

3. Objectives (as result of teaching):

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 to discover business opportunities.

4. Skills to be acquired

4.1 Specific Skills:

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.

4.2 General, Basic or Transversal Skills:

TC5. Master strategies for active job search and entrepreneurship.

5. Training Activities and Teaching Methods

5.1 Training Activities:

Lean startup methodology and customer development (interviews, prototype, test, iterate, communicate).

5.2 Teaching Methods:

Theoretical lessons

Magistral lessons promoting students' participation

Practical lessons

Practical cases

Reduced group

Running startup projet

5.3 Development and Justification:

- The topic of this course is the entrepreneurship process.
- The main activity of the course will be to develop a new venture.
- Students will be formed into teams of three or four.

6. Detailed Contents

A. BLOCKS

- 1: The means.
- 2: The idea.
- 3: The process.
- 4: Business plan.
- 5: Legal forms.

B. BRIEF CONTENTS DESCRIPTION

- leadership and entrepreneurship
- problem and solution fit
- lean canvas
- market segmentation
- customer development
- prototyping
- test and iterate
- business model
- business plan
- online social networks and communities
- communicate

7. Bibliography

7.1 Basic Bibliography:

- Aulet, Bill. Disciplined Entrepreneurship
- Read, Stuart; Sarasvathy, Saras; Dew, Nick and Wiltbank, Robert. Effectual Entrepreneurship

7.2 Additional Bibliography:

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

ANEXO I

8. Systems and Assessment Criteria

8.1 System for Assessment:

Written/oral exam and Continuous assessment.

The grading system used in the matter is in accordance with that established in article 5 of Royal Decree 1125/2003, of September 5, which establishes the European system of credits and the grading system in official university degrees and valid throughout the national territory. The subjects of the study plan will be graded according to the following numerical scale from 0 to 10, with expression of a decimal, to which its corresponding qualification may be added qualitative: 0.0 to 4.9: Fail (SS); 5.0 to 6.9: Pass (AP); 7.0 to 8.9: Good (NT); 9.0 to 10: Outstanding (SB). The mention "Honors" may be awarded to students who have obtained a score equal to or greater than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year, unless the number of students enrolled is less than 20, in which case a single "Registration honorary". In the event that more students than those allowed could access, it will be prioritized by the qualification obtained.

Incidence exams will be subject to article 9 of this normative.

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

Continuous evaluation system

Instruments	Description	Elements to be evaluated	Weight
Exam	Multi-choice test or short questions (70% for theory concepts and 30% for practical questions)	<ul style="list-style-type: none"> • Application of theoretical contents to practice. • Synthesis capacity. • Knowledge and understanding level. • Proper use of concepts and terminology. 	60%
Venture Project or partial exams	To write a business project around a big idea you'll work on step-by-step through the course (50%) off the class and presenting it in class (50%) or through three partial exams.	<ul style="list-style-type: none"> • Problem-solving ability. • Application of theoretical contents to practice. • Knowledge and understanding level. • Absence of errors. • Internal consistency of the project itself, and consistency between the project and the topic. • Correct spelling, grammar and syntax. • Ability to interrelate theories, models and concepts. • Concreteness and accuracy of answers. • Correct use of language in both oral and written activities. • Clarity of analysis and presentation of results. • Supervised academic activity (SAA): ability to plan, develop and present empirical work about different aspects of the subject. 	40%

To pass the course, it is essential to obtain a minimum score of 3 (out of 10) in each of the theory and practice of the exam, and 5 points from 10 in total of the two instruments.

8.2.2 Examinations Convocatory II

For the ordinary call II, the qualification obtained by the student in the continuous evaluation carried out during the development of the course will be maintained. To pass the course, it is essential to obtain a minimum score of 3 (out of 10) in each of the theory and practice of the exam, and 5 points from 10 in total of the two instruments.

However, students may request for this second call, by email before the exam scheduled, a single final evaluation, where the unique final exam (multi-choice test exam about contents in moodle) will account for 100% of the mark.

8.2.3 Examinations Convocatory III

Unique final exam (multi-choice test exam about contents in moodle). To pass the course, it is essential to obtain a minimum score of 3 (out of 10) in each of the two parts (theory and practice) of the exam, and 5 points from 10 in total.

ANEXO I

8.2.4 Extraordinary Convocatory

Unique final exam (multi-choice test exam about contents in moodle). To pass the course, it is essential to obtain a minimum score of 3 (out of 10) in each of the two parts (theory and practice) of the exam, and 5 points from 10 in total.

8.3 Single Final Evaluation:

As provided in the Evaluation Regulations for Bachelor's Degrees and Official Master's Degrees the University of Huelva, in its article 8, students may opt for an evaluation system sole final, expressly renouncing continuous evaluation and without the possibility of being able to change of system. The request must be made in the first two weeks of delivery of the course or in the two weeks following enrollment (if this has occurred with after the beginning of the subject), addressed to the coordinator of the subject: Juan Diego Borrero, which may be done electronically (jdiego@uhu.es) and record receipt expressed by the coordinator of the request. To be evaluated using this system, students must take a final written exam of the contents of the subject, on the same date that the students who are evaluated through the continuous evaluation system.

Unique final exam (multi-choice test exam about contents in moodle). To pass the course, it is essential to obtain a minimum score of 3 (out of 10) in each of the two parts (theory and practice) of the exam, and 5 points from 10 in total.