

COURSE SYLLABUS 2019-20

Basic information on the course			
Course:	Entrepreneurship (Creación de Empresas)		
Course code:	63104226	Plan:	Economics (Plan 2010)
Academic Year:	2019-20	Undergraduate/Graduate:	Undergraduate
Degree Year:	4 th	Type:	Compulsory
Duration:	1 semester		
TIME DISTRIBUTION ACCORDING TO REGULATIONS			
Credits:	6		
Total time:	150h		
USE OF LEARNING PLATFORM:	Yes (blended learning)		

TEACHERS			
Name	Associate Prof. Dr. Javier Martínez del Río		
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OTHER IMPORTANT INFORMATION
<p>Contents</p> <p>The contents are predominantly oriented toward the development of individual skills and not so much toward the assimilation of theoretical insights. Consequently, students should interact in a particularly intense manner during the classes to reach the goals of the course. Both individual and team work are required. Students should bear this in mind when they approach every single class.</p> <p>Both theory sessions and working group sessions (including individual and team practical activities) are structured following the “Entrepreneurial cycle” that allows exploring and knowing the process of venture creation from the beginning.</p> <p>In particular, the entrepreneurial cycle covers the following stages: the illumination stage (creativity and the generation of ideas for a business concept), the maturation (assessment of the attractiveness, viability and feasibility of a business concept), and Development and Implementation (Business model elements and design, legal forms, funding, etc.).</p>

Courses related in Study Plan
Courses linked to Management and Business Administration
Pre-required knowledge
<ul style="list-style-type: none"> - General education on Business Administration - B1 level in English is required, B2 level is highly recommended and C1 is the expected standard. <p>In addition, it will be assumed that the students have undertaken at least 2 courses (12 ECTS) on each of the following areas: Management, Marketing, Finance, Accounting and Operations. If this is not the case, the students will find severe problems to excel in the course</p>

COMPETENCES
Basic and general competences
<p><i>Basic competences</i></p> <ul style="list-style-type: none"> • Development of learning skills needed to undertake further studies with a high degree of autonomy.(RD5).
<p><i>General competences</i></p> <ul style="list-style-type: none"> • Students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and sustaining arguments and solving problems within their field of study. (RD2).
<p><i>Key competences University of Almeria</i></p> <ul style="list-style-type: none"> • Application of knowledge – students will apply previous knowledge acquired during the degree and knowledge on entrepreneurship while elaborating the business project.(UAL1) • Information Literacy and Technology – Students will use the Aula virtual for course materials and information, submission of activities, debates, etc. They will use Microsoft Word, Excel, and PowerPoint for assignments and projects. (UAL2) • Critical Thinking and Problem Solving – students will analyze and evaluate a multitude of managerial concepts and theories (see course schedule below), to evaluate appropriate knowledge, skills, abilities, and processes for implementation. Critical skills are covered through written tests and interactive learning experiences. (UAL3). • Written and Oral Communications – students will analyze and evaluate mini cases and present problems and proposed solutions in class. They will prepare and present an “elevator pitch” and a business plan and will write a formal business plan for a business of their choice. (UAL4) • Global, Cultural and Diversity Understanding– students will discuss diversity and cultural differences in conducting business globally and locally. They will even have to manage cultural diversity because they have to form teams with members from different nationalities. (UAL6) • Knowledge of a second language: Understand and be understood verbally and written using a language other than their own. (UAL7)
Specific competences

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- Understanding the processes of new venture creation, innovation and organizational development and the promotion of entrepreneurship, as well, as business ethics.

LEARNING OUTCOMES

The general objective is to analyze the role of the entrepreneur and innovation in business, economic and social activities, and acquire the basic notions and skills needed to launch a new business project.

The specific objectives of each unit are given at the beginning and are explained at the beginning of each session.

Upon successful completion of this course, students shall:

- Have increased knowledge and understanding of entrepreneurship and the process of new venture creation.
- Have the knowledge, skills and abilities required to develop a business concept and assess its viability and feasibility
- Create a comprehensive business plan for the concept
- Demonstrate a capacity to make a formal group presentation.

COMPETENCY ASSESSMENT

Criteria and assessment tools

There are two ways to assess students:

Option A:

Students attend a minimum of 80% of theory classes and take part in a minimum of 4 practical sessions (working sessions).

If one student fails to meet this minimum, for whatever reason (including illness, enrolling once the course has started and/ or coincidence with another course taught in English), he or she should automatically follow the criteria of option B.

Under this option, grades will be based on points earned in the following categories:

Criterion	Weight	Observations	Competences
Final Exam	60%	Obtaining a minimum of 4.5 in the exam is required	RD2, RD5, UAL1, UAL3, UAL7, PRP01
Working sessions (practical sessions)	20%	A minimum of 3 activities is required	RD2, UAL3, UAL4; UAL6; UAL7; PRP01 RD5, UAL1, UAL2, UAL4, UAL6; UAL7; PRP01
Participation	20%	Active participation in class	UAL4; UAL6; UAL7
<i>Note: Students should obtain a minim of 5 as the result of the application of the described criteria.</i>			

Option B:

Students that do not meet the attendance criterion of option A.

Under this modality, students must pass an exam with theoretical questions and application questions and the business project. The exam will be evaluated from 0 to 10. After that, the grade obtained will be pondered by 0.9.5 to determine the final grade. Therefore, the maximum grade that is possible to obtain under option B is 9.

Criterion	Weight	Observations	Competences
Final Exam	40%	Obtaining a minimum of 4.5 in the exam is required	RD2, RD5, UAL1, UAL3, UAL7, PRP01

Note: Students should obtain a minim of 5 as the result of the application of the described criteria.

Both in Option A and B **students should obtain a minimum of 5** as the result of the application of the described criteria.

In addition, in both options **the business projects and the activities should be submitted in the date and time established** for each of them (Posted in the Aula virtual). The activities and business projects will not be taken past such date and time, and students will go automatically to the following examination call. It is the student's responsibility to know and check the deadline.

Follow-Up Mechanisms

Tutorships, emails and in-class questions.

Functional diversity / Functional disability.

- Those students with disabilities or special educational needs can get in contact with the Delegation of the Rector for the Functional Diversity (<http://www.ual.es/discapacidad>) to receive the appropriate guidance and advice in order to facilitate their instructional, learning and training processes. Likewise, these students may request the implementation of the necessary and suitable adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The processing of any personal data or aggregated information regarding these aforementioned students, in fully compliance with the GDPR, is strictly confidential. Faculties and academic staff lecturing the course referenced by this guide/document will be in charge of applying the recommended adaptations approved by the Delegation of the Rector for the Functional Diversity, this fact will be, therefore, notified to the School or Faculty as well as to the coordinator of the academic course.

COURSE MATERIALS

Recommended course materials

- Entrepreneurship, Global Edition (2015) Bruce R. Barringer & R. Duane Ireland. Pearson Education.

Complementary

Entrepreneurship: Starting and Operating a Small Business, 3ed. Steve Mariotti Caroline Glackin

Entrepreneurship: Successfully Launching New Ventures, 4e (Barringer/Ireland)

Osterwalder, A., Pigneur, Y., & Clark, T. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Hoboken. NJ: Wiley.

Other materials

Course materials available in UAL's library

All the materials posted in the Aula Virtual, in particular, videos, news, websites, etc.

WEBSITE

- Course website's [Link](#)