

## COURSE GUIDE: 2018-19

COURSE DETAILS			
Name:	<b>Horticulture Innovation for Entrepreneurs</b>		
Code:	70784255	Plan:	Máster en Horticultura Mediterránea bajo Invernadero
Academic year:	2018-19	Level:	Master
Course:	1	Type:	Optative
Semester:	2		
TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	6	In-class hours:	45
		Not in-class hours:	105
		Total time (in hours):	150
<b>USE OF VIRTUAL PLATFORM:</b>	Multimodal (50%)		

LECTURER DETAILS			
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ELEMENTS OF INTEREST REGARDING COURSE LEARNING
Justification of contents
<p>Starting entrepreneurial activity in horticulture sector requires specific horticultural expertise, plus a basic understanding of business management. Entrepreneurship is paramount to the economy; generating new projects in a society has a multiplier effect on the economy through job creation, social development and technological innovation.</p> <p>Entrepreneurs are necessary to generate added value by creating new products, and to provide new services to their customers. Innovative businesses are not only those that offer the consumer a new product or service, but those who get the consumer perceives the product or service as high value.</p> <p>The course has a very practical nature. Classroom sessions will alternate with non-face to develop both working in team and individual activities. To complement this, expert talks in innovation and business management are considered.</p> <p>As essential instrument for the realization of practical, students will develop an Innovative Business Plan. The activity will take place in groups, from an innovative idea of them, and having as a support the bibliography and reference materials for the course. In some classroom sessions, students will expose their progress and possible questions will be discussed.</p>
Other courses related

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Overall, subjects related to business management. Specifically:

- Introduction to Business Administration.
- Introduction to Marketing.
- Company Organization.
- Consumer analysis.
- Marketing Communication.
- Entrepreneurship.

Minimum knowledge required to deal with the Course

It could be interesting an examination of prior knowledge assessment before starting the subject, as preparation for the matter.

## COMPETENCIES

General competencies

- Students will be able to apply the broader (or multidisciplinary) acquired knowledge and ability to solve problems in new or unfamiliar environments within contexts related to their field of study.
- Students will be able to communicate their conclusions and the knowledge and rationale underpinning to specialists and non-specialists in a clear and unambiguous way.

Specific competencies developed

- Know the basis for entrepreneurship focused on developing horticultural technology companies.
- Know the activities of companies in the sector.

## LEARNING OBJECTIVES/OUTCOMES

As aims of this subject, by the end of this course students should:

- Summarize the processes of emergence, innovation and enterprise development and fostering entrepreneurship.
- To develop skills and entrepreneurial attitudes.
- To understand the role of the entrepreneur in society.
- To assess entrepreneurship as a professional choice in the short or long term.
- To know different sources of business ideas.
- To enhance their potential creativity through different tools.
- Practical work processes in entrepreneurship through the development of an Innovative Business Plan.
- To identify the most interesting business strategies under different scenarios.
- Discuss the economic and social need to promote entrepreneurship as a means of economic, social and job-creation progress.
- Evaluate the various aid programs and measures for the promotion of entrepreneurship and the means of financing.

PLAN	
<b>Module 1</b>	THE ENTREPRENEUR AND THE BUSINESS IDEA
<b>Content</b>	<p><b>Unit 0: Introduction</b></p> <p>What is innovation? Which types of innovations we can manage?</p>

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	<p><b>Unit 1. The entrepreneur</b></p> <p>The role of the entrepreneur in society: Concept, qualities and entrepreneurial profile. Individual and environmental determinants of the entrepreneurial phenomenon.</p> <p><b>Unit 2. Creativity and business idea</b></p> <p>Creativity and business idea: The idea of business: Sources and Methods. Creativity tools. Recognition of business opportunities.</p> <p><b>Practical contents:</b></p> <p>Development of an innovative business plan, part I: students have to look for an innovative business idea.</p>
<b>Module 2</b>	<b>INNOVATIVE BUSINESS PLAN</b>
<b>Content</b>	<p><b>Unit 3. The business plan</b></p> <p>Concept and profits from its implementation. Characteristics, structure and development of the business plan.</p> <p><b>Unit 4. Business Strategies</b></p> <p>Objectives and strategic business analysis. Strategies and business models.</p> <p><b>Practical contents:</b></p> <p>Development of an innovative business plan, part II: planning part of the business plan.</p>
<b>Module 3</b>	<b>STEPS TO STABLISH A COMPANY</b>
<b>Content</b>	<p><b>Unit 5. Steps to establish the company</b></p> <p>Choice of legal form. Tax and accounting obligations. Measures to support entrepreneurship and entrepreneurs: Programs and public measures to promote entrepreneurship (European, national and regional) and its impact on the economy. Institutional framework for business creation. Support tools and business project financing. Ethics and corporate social responsibility.</p> <p><b>Practical contents:</b></p> <p>Development of an innovative business plan, part II: implementation part of the business plan (a proposal).</p>

#### METHODOLOGY AND ACTIVITIES

- Lectures with participation of students
- Resolution of practical cases
- Debates
- Audiovisual projections
- Preparation of reports/project

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<b>EVALUATION SYSTEM</b>
<b>Assessment criteria</b>
Students will be evaluated as follows: A. Theory. Assessment of theoretical knowledge of the subject. B. Practice. Capacity for the practical application of theoretical knowledge acquired. Various activities during the course, and development of an Innovative Business Plan. C. Active participation in class and contributions in forums.
<b>Assessment instruments</b>
- Access to virtual classroom.  - Participation in communication tools (discussion forums, etc.).  - Delivery of classroom activities.  - Delivery of activities in virtual classroom.  - Other: Active participation in class and in other activities.
<b>Monitoring mechanisms</b>
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<b>BIBLIOGRAPHY</b>
<b>Recommended bibliography</b>
- Hisrich, Peters & Sheperd (2010). Entrepreneurship, International Edition, McGraw-Hill. - Plan de Negocio (Zorita Lloreda, E.) 1ª Edición (2015). Editorial ESIC - El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua. (Ries, E. ). - Guía para la creación de PYMES: de la idea al proyecto empresarial. (Cano Guillén, C.J. y Céspedes Lorente, J.J. ) - La reconquista de la creatividad: Cómo recuperar la capacidad de crear que llevamos dentro. (Trías de Bes, F. )
<b>Bibliography existing in the library of the University of Almeria</b>
- Creación de empresas: Guía del emprendedor. (González Domínguez, F.J. ) - El ABC de la innovación - principales definiciones, modelos y conceptos. (Rodríguez Escobar, J.A. y García Manjón, J.V.) - El manual del estratega. Los cinco estilos de hacer estrategia. (Martinez Alonso, R.) - Entrepreneurship. (Hisrich, R.; Peters, M. y Shepherd, D. ) - Generación de modelos de negocio. (Osterwalder, A. y Pigneur, Y. ) - Ética en las organizaciones. Construyendo confianza (Guillén-Parra, M.)
<b>WEB ADRESSES</b>
3 reglas de innovación que nos llegan desde Google:

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<http://www.reasonwhy.es/actualidad/tecnologia/3-reglas-de-innovacion-que-nos-llegan-desde-google>

Entrevista a Fernando Trías de Bes, autor de 'La reconquista de la creatividad':

<http://www.webconsultas.com/mente-y-emociones/trabajo-y-tiempo-libre/entrevista-fernando-trias-de-bes-autor-de-la-reconquista-de>

3 big rules of innovation from the Google guy behind Android and chrome:

<http://www.fastcompany.com/3014866/leadership-now/3-big-rules-of-innovation-from-the-google-guy-behind-android-and-chrome>

What Is Creativity, Do You Know?:

<https://website-designs.com/business/what-is-creativity->

5 Ways to Boost Creativity in Your Business:

<https://www.entrepreneur.com/article/270157>

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