

**COURSE DATA****Data Subject**

Code	35822
Name	Company establishment and entrepreneurship
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	Second term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	3	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	4	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	20 - Compulsory subjects in the pathway: business creation and management	Optional
1330 - Degree in Business Management and Administration (Ontinyent)	20 - Strategy and Corporate development	Optional
1926 - D.D. in Tourism-Business Management Administration	5 - Asignaturas de cuarto curso	Obligatory

Coordination

Name	Department
CAMPOS CLIMENT, VANESSA	105 - Business Administration 'Juan José Renau Piqueras'



SUMMARY

Entrepreneurs are called to play a key role in terms of economic and social progress, especially in global and competitive environments.

As founders, entrepreneurs are responsible for a remarkable percentage in the generation of jobs and wealth in a given territory.

This course aims to boost the entrepreneurial spirit across the students and to qualify them to launch and manage entrepreneurial ventures, with greater chances to succeed. It also covers an introduction to social entrepreneurship.

The learning approach is basically practical and the students will be invited to get engaged in a broad variety of entirely applied exercises and assignments.

The student is expected to gather competencies in the fields of management and entrepreneurship. With this conception, the course purpose is to qualify the student to be able to turn ideas into real projects, by paying attention to key issues including the opportunity recognition, the gathering and management of resources, in order to attain sustainable competitive advantage.

The course is expected to provide the student with a critical vision about the challenges surrounding the launching of new ventures as well as the most suited procedures to write a Business Plan and to assess the feasibility of entrepreneurial projects.

Over the course, the student will familiarize with a variety of useful tools and techniques to launch entrepreneurial ventures, including: creativity and generation of new business ideas, new ideas feasibility analysis, business plan tools and Lean start-up methodologies among others.

The main chapter of the program is devoted to introduce the whole entrepreneurial process, from the idea conception to the new venture launching, paying special attention to traditional and newer approaches to build Business Plans and proposals, including the last methods.

Other decisive issues for the proper take off are also covered, such as the funding sources and the performance analysis.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is advised to have passed a course in Strategic Management



OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Be able to use English in a professional environment.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have interpersonal skills.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Have initiative and entrepreneurial spirit.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.
- Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.
- Be able to define, solve and present complex problems systemically.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.



- Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.
- Know the characteristics of entrepreneurs and know how to elaborate effective business plans and set the conditions required to put them into practice.

1330 - Degree in Business Management and Administration (Ontinyent)

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Be able to use English in a professional environment.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Manage time effectively.
- Be able to adapt to new situations.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Be able to coordinate activities.
- Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Know the characteristics of entrepreneurs and know how to elaborate effective business plans and set the conditions required to put them into practice.

LEARNING OUTCOMES

At the end of the course students will be able to:

- write an effective Business proposal.
- Know the main methodologies about new start-up ventures' generation and launching
- Identify the most significant entrepreneur's personal features regarding new venture launching
- Present and defend convincingly an entrepreneurial project or a new entrepreneurial strategy
- Learn how to perform an effective team work
- Learn how communicate in an effective way the outcomes and conclusions of an assignment or



report

- Identify new business ideas and market opportunities and assess their feasibility in the current environment
- Determine the value of a new business idea as well as its fit with real business opportunities
- Identify the typical mistakes made by entrepreneurs and new ventures
- Identify critical factors for the proper take off and growth of new businesses
- Seize the market segments
- Identify different categories of potential customers
- Make realistic economic forecasts on the size of the market and the chances to access the market
- Assess the impact of the competitive environment and the market on the new venture's expectations
- Know the main features of a social entrepreneurship project

DESCRIPTION OF CONTENTS

1. Lesson 1: ENTREPRENEURS AND ENTREPRENEURSHIP

- 1.1 Entrepreneurship
- 1.2 Entrepreneurs basic competencies and skills
- 1.3 Creativity and new ideas feasibility
- 1.4 Social entrepreneurship and social entrepreneurs

2. Lesson 2: BUSINESS PLAN

- 2.1 Executive summary
- 2.2 Value Proposal
- 2.3 Competitors
- 2.4 Strategy
- 2.5 Market Segmentation
- 2.6 Financial plan
- 2.7 Other aspects: legal, human resources

3. Lesson 3: NEW APPROACHES

- 3.1. Triple-layered Canvas Model
- 3.2. Lean start-up models
- 3.3. Customer Development Model
- 3.4. Stage-Gate Model

4. Lesson 4: FUNDING NEW VENTURES

- 4.1 Traditional funding tools
- 4.2 Funding tools in times of crisis
- 4.3 Venture Capital and Business Angels
- 4.4 Ethical and social funding tools

**5. Lesson 5: INNOVATION**

- 5.1 Innovation Management: Smart firms and Start-ups
- 5.2 The Innovation-Ambition matrix
- 5.3 Social Innovation

6. Lesson 6: NEW VENTURES' PERFORMANCE

- 6.1 Entrepreneurial success factors
- 6.2 Main reasons for failure
- 6.3 Social and hybrid enterprises: Shared value creation

7. Lesson 7: SUPPORT TO ENTREPRENEURSHIP

- 7.1 Support institutions
- 7.2 Incubators and accelerators

WORKLOAD

ACTIVITY	Hours	% To be attended
Classroom practices	45,00	100
Theory classes	15,00	100
Attendance at events and external activities	10,00	0
Development of group work	15,00	0
Development of individual work	15,00	0
Study and independent work	15,00	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teaching methodology will be mainly practical and applied, in accordance with the greater weight by the practical part of the course (4,5 credits against 1,5 credits in the theoretical part).

In the theoretical sessions the exposition techniques will prevail. However, the students are encouraged to participate by asking questions and giving their own opinions.



A broad variety of tools will be applied in the practical sessions including role-playing, practical exercises, oral and written assignments, debates, multimedia presentations...

The student will be encouraged to search and screen information, materials and documents from databases, specially from those available at the University of Valencia.

Through the course the students will have to prepare and submit exercises and assignments. The students will be requested to present orally some of their works, either individually or in team.

EVALUATION

40% of the final grade will come from the continuous assessment activities developed over the course. This part of the final grade will be not recoverable.

60% of the final grade will come from written and / or oral exams. To pass the subject, students must get a minimum score of 5 points (out of 10) in this part of the final grade.

REFERENCES

Basic

- Aulet, B. (2013), *Disciplined Entrepreneur*, Wiley, NY
- Barringer, B. & Ireland, R. (2015), *Entrepreneurship. Successfully launching new ventures*, 5th Edition, Pearson, NY.
- Bessant, J., Tidd, J. (2011), *Innovation and entrepreneurship*, John Wiley and Sons
- Blank, S. (2013), *The four steps to the Epiphany*, 2nd edition
- Brooks, A. C. (2009), *Social Entrepreneurship: A modern approach to social value creation*, 1st Edition, Pearson, NY
- Hisrich, R., Peters, M. & Shepherd, D. (2019). *Entrepreneurship*, 11th Edition, Mc Graw Hill, NY.
- March, I. (2010), *Innovadores o vencidos*, Universitat de València, Valencia
- March, I.(2011), *Start-ups: aprender a gestionarlas*, Netbiblo, La Coruña
- Mariotti, S. & Glackin, C. (2016): *Entrepreneurship. Starting and Operating a Small Business*, 4th Edition, Pearson, NY.
- Maurya, A. (2011), *Running lean*, O'Reilly
- Osterwalder, A., Pygneur, I. (2009), *Business Model generation*, self-published
- Ries, E. (2011) *The Lean start-up*, Crown Publishers
- Sanchis et al (2019). *El Modelo de la Economía del Bien Común: Aplicación a la Empresa / Organización y Casos Prácticos*. Delta Publicaciones, Madrid.
- Sanchis Palacio, J. R. (2011). *Emprendimiento, economía social y empleo*. IUDESCOOP, Instituto Universitario de Economía Social y Cooperativa de la Universidad de Valencia.
- Sanchis Palacio, J. R. (2016). *¿Es posible un mundo sin bancos? La revolución de las finanzas éticas y solidarias*. Ed. El viejo topo, Barcelona.



- El profesorado puede recomendar referencias bibliográficas adicionales a lo largo del curso. Especialmente cuando la asignatura se imparta en una doble titulación.

Additional

- Campos-i-Climent, V. y Sanchis Palacio, J.R. (2015), Caixa Popular un model de banca cooperativa social i diferent, Ed. Vincle, València.
Dirección General de Política de la Pequeña y Mediana Empresa (2007), El spin-off universitario en España como modelo de creación de empresas intensivas en tecnología, Ministerio de Industria, Turismo y Comercio, Madrid.
Cuervo, A., Ribeiro, D., Roig, S. (2007), Entrepreneurship: Conceptos, teoría y perspectiva. Bancaja, Valencia
Galindo, M.A., Ribeiro, D. (2010), Entrepreneurship and Regional Development. Springer, NY
Galindo, M.A., Guzmán, J., Ribeiro, D. (2011), Entrepreneurship and business. A regional perspective, Springer, NY
Soler, C., Reig, E. (2011), Pequeñas empresas, grandes ideas. Las claves para la gestión de la empresa familiar. Pearson, Madrid
<http://catedraebc.blogs.uv.es/es/>
www.innovaavant.com
www.babson.edu
www.emprenemjunts.es
www.ceei.net
www.emprendedores.es

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. Contenidos

Se mantienen los contenidos inicialmente recogidos en la guía docente.

2. Volumen de trabajo y planificación temporal de la docencia

Mantenimiento del peso de las distintas actividades que suman las horas de dedicación en créditos ECTS marcadas en la guía docente original.



3. Metodología docente

Subida de materiales al Aula virtual (se han ampliado)

Videoconferencia sincrónica BBC

Transparencias locutadas

Tutorías por videoconferencia

Forum en Aula Virtual

Otros (resolución de dudas-tutorías por correo electrónico).

4. Evaluación

Pruebas de evaluación mediante proyectos académicos (elaboración de un plan de empresa y presentación del mismo en un vídeo grabado por el estudiantado)

Pruebas objetivas (tipo test) en el aula virtual

5. Bibliografía

La bibliografía recomendada se mantiene pues es accesible.
