

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

Code	36510
Name	Digital Business Creation
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1332 - Degree in Business Intelligence and Analytics	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1332 - Degree in Business Intelligence and Analytics	10 - Creación de Empresas Digitales	Obligatory

Coordination

Name	Department
GONZALEZ CRUZ, TOMAS	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

In increasingly globalised and competitive environments, the figure of the entrepreneur takes on a leading role in the economic and social context of a community. In fact, entrepreneurs are people who, with the capacity for initiative and in an innovative way, develop activities that involve an unknown risk. In the specific field of business activity, the entrepreneur is the person who, through innovation, risk-taking and the detection and exploitation of opportunities, creates a company and makes it dynamic. The subject "Digital Business Creation" aims to instil the entrepreneurial spirit in students and enable them to face the creation and management of new companies with greater chances of success. What is a Digital Startup? According to Steve Blank and Bob Dorf, "The Startup is a temporary organisation designed to pursue a repeatable and scalable business model". We can add that it usually needs one or several rounds of funding before generating revenue. They are initially managed by a handful of founders and funded by investors. Startups work to develop, test and commercialise their ideas. A startup is called digital when its main assets are linked to technology investments.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Not required

OUTCOMES

1332 - Degree in Business Intelligence and Analytics

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Be able to plan, organise, monitor and evaluate the implementation of business strategies.
- Understand the impact of economic, political-legal, socio-cultural, technological and environmental variables on business activity.
- Demonstrate skills for analysis and synthesis.
- Be able to analyse and search for information from diverse sources.
- Be able to learn autonomously.
- Be able to use ICT, both in academia and in professional practice.
- Be able to define, solve and present complex problems systemically.
- Be able to work in a team demonstrating commitment to quality, ethics, equality and social responsibility.
- Use analytical and quantitative methods to analyse and interpret the financial statements of organisations.
- Reach strategic diagnoses in complex and uncertain environments using appropriate methodologies.
- Set goals and design strategies in digital companies taking account of the implications and needs deriving from them.
- Understand and evaluate the characteristics and usefulness of the different corporate and competitive strategies of digital companies.
- Understand the systemic nature of the digital company.

LEARNING OUTCOMES

- Identify new digital business ideas and objectively assess their viability in the current context.



- Knowing how to propose a viable and effective digital business plan that turns a business idea into a business project.
- Know how to identify the characteristics of entrepreneurs and complement, where appropriate, possible weaknesses in management aspects.
- Identify the typical mistakes made by entrepreneurs and new digital companies.
- Know the critical factors for the correct take-off and performance of new digital business projects.
- Acquire a good knowledge of the environment and support mechanisms for entrepreneurs, with special reference to the instruments promoted by institutions and organisations specialised in start-ups.
- Know the legislation and procedures for the start-up of a digital business project.
- To recognise the need to incorporate a strategy in new digital companies.
- Know the particularities of digital startup management guided by innovation and adaptation to change.

DESCRIPTION OF CONTENTS

1. Entrepreneurship

- 1.1. Entrepreneurship
- 1.2. Competences and skills of the entrepreneur
- 1.3. Corporate Venturing

2. Innovation and startup

- 2.1. Innovation
- 2.2. The creative process: from idea to project
- 2.3. Types of start-ups

3. Tools to formulate your idea, project, business

- 3.1. Canvas Model
- 3.2. Customer development model
- 3.3. Lean start-up model
- 3.4. Design Thinking
- 3.5. Agile methodology

**4. Business Plan**

- 4.1. Executive summary
- 4.2. Description of the company and objectives
- 4.3. Opportunity, sector and market
- 4.4. Strategy and execution
- 4.5. Team and management
- 4.6. Financial plan
- 4.7. Appendix

5. Financing and supporting new businesses

- 5.1. Financing tools
- 5.2. Institutions and measures to support entrepreneurship
- 5.3. Incubators and accelerators

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Attendance at events and external activities	30,00	0
Development of group work	60,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teaching methodology to be used in the subject will be eminently applied.

For the theoretical sessions we will mainly use expository teaching methods, in which student participation will be encouraged through questions, opinions and answers to questions posed by the teacher.

For the practical sessions, a wide variety of participative didactic forms will be used, such as the resolution of cases; role-playing; exercises in the application of techniques; oral and written presentations; debates, multimedia presentations,....

Students will be encouraged to search and filter information, materials and documentation from databases, preferably those available at the University of Valencia.



EVALUATION

Students will form groups of maximum 3 components that will work together throughout the semester. Each group will propose a business idea, work on it to confirm that it is viable. You will use all the tools explained during the course and previous courses in various subjects. Once the idea and the business model have been defined, they will prepare a complete business plan.

The different business plans will be presented publicly and evaluated by a panel composed of professors and externals on the day of the exam.

REFERENCES

Basic

- Castro Albacéns, I. (2016). De la start-up a la empresa. Ed. Pirámide. Madrid.
- March, I. (2010). Innovadores o vencidos: tiempo de emprender en la nueva economía. Universitat de València. Valencia.
- Hisrich, R., Peters, M. & Shepherd, D. (2019). Entrepreneurship, 11th Edition, Mc Graw Hill, NY
- Barringer, B. & Ireland, R. (2017), Entrepreneurship. Successfully launching new ventures, 5th Edition, Pearson, NY

Additional

- Blank, S. (2013), The four steps to the Epiphany, 2nd edition
- Osterwalder, A., Pygneur, I. (2009), Business Model generation, self- published
- Ries, E. (2011) The Lean start-up, Crown Publishers