

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

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|----------------------|----------------------------------|
| Code | 42814 |
| Name | Creation of innovative companies |
| Cycle | Master's degree |
| ECTS Credits | 6.0 |
| Academic year | 2023 - 2024 |

Study (s)

| Degree | Center | Acad. Period |
|--|----------------------|---------------------|
| 2132 - Master's Degree in Creating and Managing Innovative Companies | Faculty of Economics | 1 Second term |

Subject-matter

| Degree | Subject-matter | Character |
|--|---|------------------|
| 2132 - Master's Degree in Creating and Managing Innovative Companies | 3 - Creation and management of innovation | Obligatory |

Coordination

| Name | Department |
|----------------------------|--|
| ADAME SANCHEZ, CONSOLACION | 105 - Business Administration 'Juan José Renau Piqueras' |
| LLOPIS MARTINEZ, JORDI | 105 - Business Administration 'Juan José Renau Piqueras' |

SUMMARY

In increasingly globalised environments, new innovative companies play a leading role in the economic and social progress of a community. In fact, these companies are responsible for a very high percentage of the generation of employment and wealth in a community. But the creation of these companies is not an easy or smooth process. Entrepreneurs have to complement their normally technical skills with entrepreneurial know-how. This is why these companies are subject to high mortality rates. In this sense, the course aims to train students in useful tools to transform their innovative ideas into business opportunities that create value and put them into practice, helping to reduce the chances of failure of new companies.

The essential objective of the learning process in business creation must be the development of entrepreneurial skills that complement the students' initial skills. Under this conception, the module goes beyond the simple elaboration of a business plan, which becomes a tool of the process. It seeks to enable



students to transform innovative ideas into concrete projects, making them capable of identifying the opportunities and resources needed to exploit them, knowing how to organize and manage them in a competitive environment achieving sustainable advantages.

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

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2132 - Master's Degree in Creating and Managing Innovative Companies

- Identificar elementos distintivos, diferenciadores e innovadores en un proyecto empresarial
- Adquirir las habilidades directivas y de gestión suficientes para liderar y dirigir equipos humanos profesionales con un alto nivel de cualificación en promedio

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

SKILLS TO BE ACQUIRED:

At the end of the course, the student should be able to:

1. Understand the fundamental axes of the strategy of creation of new companies
2. Identifying entrepreneurial skills
3. Prepare a strategic feasibility analysis of a business opportunity with innovative content
4. To propose a Business Plan for an innovative business project
5. Present and effectively communicate the Business Plan

SOCIAL SKILLS

The module will try to promote the following social skills:

- a) Critical thinking by developing the ability to analyse certain phenomena with the tools learned and to reason in a rigorous and systematic way
- b) The ability and skill in the search, selection and evaluation of information.
- c) The development of the entrepreneurial spirit
- d) Learning supported by the figure of the teacher-tutor
- e) Imaginative skills in the application of working methods and tools

**WORKLOAD**

| ACTIVITY | Hours | % To be attended |
|--|---------------|------------------|
| Theory classes | 41,25 | 100 |
| Tutorials | 3,75 | 100 |
| Attendance at events and external activities | 5,00 | 0 |
| Development of group work | 50,00 | 0 |
| Study and independent work | 10,00 | 0 |
| Preparation of practical classes and problem | 20,00 | 0 |
| TOTAL | 130,00 | |

TEACHING METHODOLOGY

The general objective of this module is to foster the entrepreneurial spirit of students in the Master's Degree in Creation and Management of Innovative Companies. That is, to make students aware of the benefits of creating innovative companies. In this sense, the aim is to encourage the development of creativity among Master's students so that they can identify new business ideas with an innovative component. In addition, this module also aims to train Master's students in the management of the techniques and strategic tools they need to turn their idea into a viable business opportunity. To this end, students will be trained in the social, strategic, commercial, human and legal aspects of business creation. Therefore, the following specific objectives have been established:

To understand the distinctive features of innovative companies
Understand the importance of personal characteristics for the creation of successful innovative companies.
To know the main steps to follow from the moment the motivation to create a company arises until its formal constitution.
Understand and learn how to develop a business plan
Present and communicate a business project in an orderly and convincing manner
Manage the strategic tools that can help you reduce the risk associated with all phases of the business creation process.
At the end of the training session, students will be able to apply different techniques aimed at identifying and using mental and cooperative resources to identify opportunities for change, innovation in management and creative problem solving in business environments.

EVALUATION

This module is evaluated through the completion of the work proposed by the different professors of the module:

- Attendance, and active participation in class: 10% of the final grade.
- Design Thinking work or similar: 15% of the final grade.
- Financial Ratios Work: 15% of the final grade.



- Work on Business Idea embodied in CANVAS model: 15% of the final grade.
- Work on Buyer Persona or similar: 15% of the final grade.
- Executive Summary of the Business Idea: 15% of the final grade
- Oral presentation of the Executive Summary: 15% of the final grade.

Repeated non-attendance to classes will be penalized with loss of work in the Aula Virtual .

The master's degree is face-to-face and, therefore, requires the student's ATTENDANCE to take it.

REFERENCES

Basic

- ANCES (2008), Guía de empresas innovadoras de base tecnológica, Asociación ANCES
- IMPIVA (2008), Guía de recursos para la creación de empresas, Impiva, Valencia
- Trenado, M., Huergo, E. (2007), Nuevas empresas de base tecnológica, una revisión de la literatura reciente, CDTI y Universidad Complutense, Madrid
- www.emprenemjunts.com
- www.ceei.net
- ANCES (2003). La Creación de Empresas de Base Tecnológica. Una experiencia práctica, Asociación Nacional de CEEI Españoles
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