

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

<b>Code</b>	42817
<b>Name</b>	Seminars on business opportunities
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	Faculty of Economics	1	Second term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2132 - M.U. en Creación y Gestión de Empresas Innovadoras	4 - Seminars	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
ADAME SANCHEZ, CONSOLACION	105 - Business Administration 'Juan José Renau Piqueras'
MARCH CHORDA, ISIDRE	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

In this subject the students have the opportunity to learn directly from the professional experience of entrepreneurs and managers of innovative companies.

In each Seminar participate 3-4 managers as guest speakers. Each Seminar is dedicated to an economic sector of opportunity for innovative companies or to a key area for the proper management of innovative companies, such as R&D Management or the financing of technology-based companies.



There will be also Seminars devoted to start-up companies

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

No se requieren conocimientos previos

## OUTCOMES

### 2132 - M.U. en Creación y Gestión de Empresas Innovadoras

- Identificar elementos distintivos, diferenciadores e innovadores en un proyecto empresarial
- Desarrollar la iniciativa emprendedora
- Conocer a fondo la labor desempeñada por los agentes del entorno institucional que suministran apoyo al emprendedor y la creación y gestión de empresas innovadoras.

## LEARNING OUTCOMES

To understand critical aspects for the proper launch and management of innovative business projects

To identify and learn different profiles of entrepreneurs, founders of innovative companies

To be aware of the difficulties and problems surrounding the launch and consolidation of innovative companies

To get informed about the peculiarities of firms pertaining to emerging and technology-advanced sectors

To identify business opportunities in emerging and technology-advanced sectors

Networking with Valencian entrepreneurs and managers

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Seminars	35,00	100
Tutorials	10,00	100
Attendance at events and external activities	25,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	25,00	0
<b>TOTAL</b>	<b>105,00</b>	

**TEACHING METHODOLOGY**

The methodology consists of attendance and active participation in each of the seminars, which are structured in two parts:

1. Presentation by each of the guest entrepreneurs
2. Round table: debate with questions from the Master's students, with a moderator

The students are encouraged to find information about the companies and keynote speakers at each Seminar in order to take better advantage of each session and actively participate in the round table-debate

**EVALUATION**

Attendance and active participation in the debates of each Seminar: 60 % of the final grade

Final assignment: 40 % of the final grade