

Curso Académico: 2022/23

143395 - Emprendimiento

Información del programa

Titulación: 14302 - Grado en Lenguas Modernas y Gestión

Curso académico: 2022/23

Asignatura: 143395 - Emprendimiento

Periodo impartición: Primer semestre

Curso: 4

Tipo: Obligatoria

Créditos ECTS: 6.0

Justificación

This subject contributes to the development of the academic and professional profile of the Modern Languages and Management graduate, developing the competence SC8 "To identify the fundamental organisational structures at national and international levels, as well as decision making processes and human relationship models required to carry them out", and the Generic Competence GC4 "Teamwork", in its third level of mastery.

The academic and professional profile of the Modern Languages and Management graduate involves language skills, use of the ICT tools for document production and management, organisational and communication skills, and international business management. This degree mainly seeks to train professionals to respond to management challenges related to the increase in international relations and the information and communication technologies. The development of innovative products and services is increasingly the source of sustainable competitive advantage to respond to these challenges.

This course is designed to provide foundational knowledge of the creation and launch of new ventures. Topics include recognition of opportunities and idea generation, feasibility, business models, industry and competitor analysis and business plan development. Students will examine and discuss processes and issues involved in new venture creation.

This course, taught in English, follows the C1 level of the CEFR, as stated in the general program of the degree.

Prerrequisitos

There are no specific prerequisites.

Competencias de la asignatura

Generic competence

GC4. TEAMWORK. Third level of mastery: Directing groups, ensuring member integration and high-performance orientation.

Specific competence

SC8: To identify the fundamental organizational structures in national and international levels, as well as decision-making processes and human relationship models required to carry them out.

Contenidos

1. Introduction to entrepreneurship
2. Recognizing opportunities and generating ideas
3. Developing an effective business model

4. Industry and competitor analysis
5. Feasibility analysis
6. Business plan and pitch deck

Estrategia de enseñanza-aprendizaje, sistema de evaluación y documentación

TEACHER/S: Garazi Azanza Martinez de Luco		GROUP: 10 - English	
TEACHING-LEARNING STRATEGY			
<p>The time to be spent on the subject (6 ECTS: 150 hours) during the term will be distributed as follows:</p> <p>In class activities: 42 hours</p> <ul style="list-style-type: none"> • Lecturer's explanations and feedback between students and lecturer: 14 hours • Practical activities (individual activities, group preparation of activities of in-class presentations): 26 hours • Exam (final examination): 2 hours <p>Outside class activities: 108 hours</p> <ul style="list-style-type: none"> • Reading and study time: 24 hours • Team activities: 35 hours • Exam preparation: 24 hours • Team project: 25 hours 			
EVALUATION SYSTEM			
Achievement of both generic and specific competences will be assessed by the following procedures:			
COMPETENCES	FINAL EXAM 30%	TEAM PROJECT 30%	GROUP ACTIVITIES 40%
GC4: 20%		10%	10%
SC8: 80%	30%	20%	30%
TOTAL: 100%	30%	30%	40%
GENERIC COMPETENCES	TECHNIQUES	EVALUATION	
GC4. TEAMWORK. Third level of mastery: Directing groups, ensuring member integration and high-performance orientation. Indicators: <ul style="list-style-type: none"> • Collaborating actively in planning of teamwork, distribution of tasks and deadlines • Proposing clearly defined, ambitious goals to the group • Facilitating positive management of differences, disagreements and conflicts arising in team • Seeing that all members get involved with management and functioning of team 	Group activities Team project	10% 10%	
GENERIC COMPETENCE TOTAL IN FINAL EVALUATION:		20%	
SPECIFIC COMPETENCES	TECHNIQUES	EVALUATION	
SC8: To identify the fundamental organizational structures in	Final exam	30%	

<p>national and international levels, as well as decision-making processes and human relationship models required to carry them out.</p> <p>Indicators:</p> <ul style="list-style-type: none"> Identifying functions performed by a company and integrating them into its global operation. Differentiating several approaches to business organization. Analyzing the environment and diagnoses the resources of the company as a basis for planning. Defining commercial objectives, strategies and policies. 	<p>Team project</p> <p>Group activities</p>	<p>20%</p> <p>30%</p>
<p>SPECIFIC COMPETENCE TOTAL IN FINAL EVALUATION:</p>		<p>80%</p>

Students will only get credit for this course if they receive a passing mark in group activities, in the team project, and the final exam, and they attend classes regularly.

Given that attendance is compulsory for the accomplishment of the team project and group activities, any impossibility for attending the class must be communicated to the professor.

The re-take (evaluación extraordinaria) is based on the same evaluation criteria as the normal evaluation. The marks obtained throughout the semester are taken into account for the re-take of the same academic year.

Any fraudulent activity (plagiarism, cheating in exams, etc.) or oversight of the assessment system will be penalized according to the norms laid out in the *Reglamento de Estudiantes*.

DOCUMENTATION

For the adequate monitoring of the activities and requirements, the student will handle the following sources of documentation:

- The material of the subject available on the learning platform (ALUD) that will guide the student throughout the learning process regarding the theoretical content and the activities.
- A basic bibliography that the student will use as a foundation for the acquisition of knowledge and the development of the competences.
- An additional bibliography will be provided to go in depth in the study of the units and contents.

Basic bibliography

Barringer, B. R. & Ireland, R. D. (2018). *Entrepreneurship: Successfully Launching New Ventures*. Pearson.

Cooper, B., & Vlaskovits, P. (2013). *The lean entrepreneur: How visionaries create products, innovate with new ventures, and disrupt markets*. John Wiley & Sons.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.