



UNIVERSITY OF CASTILLA-LA MANCHA

TEACHING GUIDE

1. General information

Subject:	CREATION OF INNOVATIVE COMPANIES (ENTREPRENEURSHIP)	Code:	54340
Type:	OPTIONAL	Number of ECTS:	6
Degree:	317 - DEGREE IN BUSINESS MANAGEMENT	Academic Year:	2016-2017
Centre:	FACULTAD DE ECONÓMICAS Y EMPRESARIALES – CAMPUS ALBACETE	Groups:	12
Main teaching language:	Spanish	Duration:	First term
Other Language:	An English version is available for ERASMUS students on the Virtual Campus.	Second language:	English
Website:	https://moodle.uclm.es		

Name of lecturer: Dr. Juan J. JIMENEZ-MORENO - **Group(s) taught(s):** 12

Office:	Department	Phone no.	E-mail	Tutoring timetable
Melchor de Macanaz Building Office 2.15	BUSINESS ADMINISTRATION	2322	Juan.Jimenez@uclm.es	To be specified on the Virtual Campus (Moodle) at start of academic year

2. Prior requirements

The profile of this subjects means no prior knowledge is required.

However, some prior knowledge of the following subjects would be useful: marketing, finance and business management. It is also useful to have competences in searching for information from different sources, capacity of analysis and synthesis, teamwork and decision-making capacity, oral and written communication, use of ICT, and initiative, entrepreneurial spirit and creativity. The last of these is not, however, a requirement.

3. Justification in the curriculum, relationship with other subjects and the profession

The inclusion of this subject within the Degree in Business Management and Administration is fully justified. Companies are the drivers of economic development, generating wealth and employment. Our socio-economic system is underpinned by the model of market economy. The institutions of the model of market economy are: private property, the market, competition and profit. The Schumpeterian figure of the innovative entrepreneur is key to this model. The business sector of any modern society is dynamic. The creation and disappearance of companies renders the model more efficient and benefits society. Most of our future graduates will work for, or with, enterprises of reduced dimensions (micro, small and medium-sized enterprises) where the role of the business founder-entrepreneur is decisive. Furthermore, the corporate entrepreneurship of large companies is a major driver of the economic system, using R&D to create innovations with a greater socio-economic impact. Finally, a minority, albeit a large minority, of our graduates will consider creating their own enterprise, as a desirable alternative to being a salaried worker. Consequently, it is logical that students should be familiar with the process of creating a company and company creators, the process of generating innovative business ideas, the process of setting up a company and efficient management in the early years in order to survive and develop. Given the profile of this subject in which one of the basic objectives is to be able to design a technically and economically viable business plan which facilitates the effective creation of a company, it is instrumentally related to a number of other subjects, principally: Accounting, Marketing; Finance and Business Management.

4. Key competences of this degree which this subject helps to achieve

Competences included in the subject

E01	To manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	To manage entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E04	To incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task.
E06	Ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	To develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

5. Expected objectives or learning outcomes

Additional results

O1) Students will be able to identify the role of new, innovative enterprises in the dynamism of the economic sector and describe the socio-economic environment in which company creation processes take place. The competences achieved will be: E1, G1.

O2) Students will be able to identify the socio-demographic, psychological and motivational characteristics of entrepreneurially-minded people, as well as different entrepreneurial profiles. The competences achieved will be: E1, E2, G1.

O3) Students will be able to activate their creative capacity and search for business ideas and evaluate their potential for innovation. The competences achieved will be: E2, G3.

O4) Students will be able to design a technically, economically and socially viable business plan. They will also be able to identify the resources required and set up the company's launch strategy. The competences achieved will be: E1, E4, E6, G3, G5.

6. Syllabus / Content

Topic 1	Creation of businesses
Topic 2	The entrepreneur
Topic 3	Innovative ideas: business opportunities
Topic 4	Business plans

Additional comments on the syllabus

Recognition of business activity in the market economy

Description of the local, regional, national and European business sector

Dynamics of the business sector. Contextualization of the company creation process. Personification of the process

Identification of entrepreneurs. Characteristics of potential entrepreneurs. Creative capacity as a source of business ideas

From creative ideas to economic innovation

Process for evaluating potentially innovative ideas

From an innovative idea to a business project

Genetic code of a new company

Strategic analysis for a new company

Strategic planning for the success of new companies

7. Activities or blocks of activity and methodology								
Educational activity	Methodology	Related competences	ECTS	Hours	Ev	Ob	Re	Description
Classroom teaching (Theory) [CLASSROOM]	Presentations/Lectures	E02, E06	1.20	30.00	Not			Theoretical explanations of basic content of programme
Classroom teaching (Practical) [CLASSROOM]	Discussions/Practical work	E02, G01	0.60	15.00	Not			Presentation and practical work /case studies
Production of reports or assignments [INDEPENDENT]	Independent work/ Self-learning	E02, G01, G03	1.50	37.50	Yes	Yes	Yes	Assignments and individual tests
Production of reports or assignments [INDEPENDENT]	Group work	E01, E02, E04, E06, G01, G03, G05	1.80	45.00	Yes	Yes	Yes	Production of business plan
Group tutorials [CLASSROOM]	Group tutorials/ Supervised or tutored work	G03, G05	0.20	5.00	Not			Programmed classroom tutorials used to monitor student progress
Study or exam preparation [INDEPENDENT]	Self-learning	E02, G01	0.60	15.00	Not			Acquisition and preparation of subject content
Final exams [CLASSROOM]	Exams	E01, E04, E06, G03	0.10	2.50	Yes	Yes	Yes	Answering of tests, theoretical questions case studies, which demonstrate acquisition of knowledge
Total:			6.00	150.00				
Total credits for class work: 2.10				Total hours of class work: 52.50				
Total credits for independent work: 3.90				Total hours of independent work: 97.50				

Ev: Educational activity subject to evaluation

Ob: Educational activity which must be successfully completed

Re: Educational activity which can be repeated and re-assessed

8. Assessment criteria and evaluation			
Assessment criteria	Evaluation		Description
	Classroom learning	Blended learning	
Problem solving or case studies	30.00%	0.00%	Individual assignments for students to consider and solve. An assignment must be delivered for each question proposed, in accordance with the formal conditions laid down for the subject in the virtual campus.
Assignment	40.00%	0.00%	Production and presentation of a business plan, a written document which identifies, describes and analyses a business idea, examines its technical and economic viability and shows the strategies to be followed to set up the company. The following will be assessed: a) originality of the idea and sustainability depending on the source of innovation on which it is based and the launch strategy designed, and b) technical and economic viability depending on accessibility of required resources.
Final exam	30.00%	0.00%	Exam on subject content
Total:	100.00%	0.00%	

Assessment criteria for the first exam session:

In the first exam session, individual assignments, the business plan and the final exam will be evaluated. In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the business plan and the final exam.

Particulars of the re-sit exam:

The marks obtained in the individual assignments, the business plan or in the final exam, will be upheld if above pass level.

In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the business plan and the final exam.

The marks obtained in the other systems of assessment will be upheld if above pass level.

Particulars of the final exam session:

The marks obtained in the individual assignments, business plan or in the final exam, in the last exam session of the immediately previous academic year will be upheld if above pass level.

In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the business plan and the final exam.

9. Work sequence, calendar, major milestones and time required	
Non assignable to topics	
Educational activities	Hours
Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures	30
Classroom teaching (Practical) [CLASSROOM] [Discussions]	15
Production of reports or assignments [INDEPENDENT] [Independent work]	37.5
Production of reports or assignments [INDEPENDENT] [Group work]	45
Group tutorials [CLASSROOM] [Supervised or tutored work]	5
Study or exam preparation [INDEPENDENT] [Self-learning]	15
Final exam [CLASSROOM] [Exams]	2.5
Global activity	
Educational activity	Total hours
Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures	30
Classroom teaching (Practical) [CLASSROOM] [Discussions]	15
Production of reports or assignments [INDEPENDENT] [Independent work]	37.5
Production of reports or assignments [INDEPENDENT] [Group work]	45
Group tutorials [CLASSROOM] [Supervised or tutored work]	5
Study or exam preparation [INDEPENDENT] [Self-learning]	15
Final exam [CLASSROOM] [Exams]	2.5
Total hours:	150

General comments on planning:

Planning will be adjusted to the UCLM academic calendar

10. Bibliography						
Authors	Title/Link	Publisher	City	ISBN	Year	Description

See Virtual Campus