

Master in Industrial Engineering

Course information

Year 2018-19

GENERAL SPECIFICATIONS			
English name			
Entrepreneurship			
Spanish name			
Creación de Empresas			
Code		Type	
1140328		Optional	
Time distribution			
	Total	In class	Out class
Working hours	125	50	75
ECTS: 5			
Standard group		Small groups	
	Classroom	Lab	Practices
4	1	0	0
Departments		Knowledge areas	
Business Management and Marketing		Business organization	
Year		Semester	
2º		2º	

TEACHING STAFF			
Name	E-Mail	Telephone	Office
Nuria Toledano	toledano@dem.uhu.es	959 217539	FCP1-04 and new assignment

SPECIFIC INFORMATION OF THE COURSE
1. Contents description
1.1. In English:
The course provides principles and strategies to handle the creation of a new business. The new environment demands standards of integrity, honesty and the capacity for entrepreneurs to take responsibility of their actions, so that particular attention will be paid to the social and ethical logics that are behind successful business cases (in contrast to failure cases guided only by short-term benefits). The course examines cases of creation of new business in the context of globalization, and explores key components of new venture creation.
1.2. In Spanish
En el curso se tratan los principios y estrategias necesarios para manejar la creación de una empresa. El nuevo entorno demanda estándares de integridad, honestidad y la capacidad de que los emprendedores asuman la responsabilidad de sus acciones, de forma que se prestará particular atención a las lógicas social y ética que se encuentran tras casos de empresas exitosas (en contraste a los casos de fracasos guiados únicamente por beneficios a corto plazo). El curso examina casos de creación de empresas en el contexto global y explora

componentes claves de la creación de nueva empresa.

2. Background

2.1. Situation within the Degree:

To complement the Industrial Engineer's professional profile and competences with entrepreneurial skills, so that students can express the entrepreneurial spirit in any context (as entrepreneurs or intrapreneurs).

2.2. Recommendations:

There is no any recommendation

3. Objectives (as result of teaching):

To promote the entrepreneurial spirit, the entrepreneurial culture and the awareness for the ethical and social entrepreneurship.

4. Skills to be acquired

4.1. Specific Skills:

4.2. General Skills:

CB7: Students should be able to apply the knowledge acquired in new environments.

CG04: Students should be able to do research work related to the development of new products, processes and methods.

CG08: Students should be able to apply the knowledge acquired in interdisciplinary contexts.

CT6: Students should have developed a greater entrepreneurial spirit.

5. Training Activities and Teaching Methods

5.1. Training Activities:

- Theory sessions on the content of the program.
- Sessions of cases-study/problems analysis/resolution through articles published in the discipline.
- Debates, presentations, and several tasks academically guided; evaluation activities.

5.2. Teaching Methods:

- Participatory master class.
- Case-study/problems analysis/ resolutions.
- Collective tutorials and direct interaction teacher-students.
- Proposals, realizations, tutoring and presentations of assignments

5.3. Development and Justification:

Theory sessions on the content of the program: the main concepts of the subject will be explained by the professor. Sessions of cases-study/problems analysis/resolution through articles published in the discipline: group discussions associated with cases of businesses that can provide teaching related to the topics discussed in the theory sessions. Debates, presentations, and several tasks academically guided; evaluation activities: discussions about current topics in the business arena.

6. Detailed Contents:

1. Entrepreneurship (introduction)

<ul style="list-style-type: none"> - Why do I want to create a new business? - Creation value proposals (economic, social, environmental...). <p>2. The process of creating the new business</p> <ul style="list-style-type: none"> - Design and generation of business ideas (product/service) - Business development - Validation, evaluation <p>3. Plans, revisions, contingencies</p> <ul style="list-style-type: none"> - Business model generation
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7. Bibliography

7.1. Basic Bibliography

<ul style="list-style-type: none"> - Sarasvathy, S. D. (2008). Effectuation. Elements of Entrepreneurial Expertise. Edward Elgar Publishing, Inc. Massachusetts - Steyaert, C. and Hjorth, D. (2006). Entrepreneurship as Social Change. A third Movements in Entrepreneurship Book. Edward Elgar, Cheltenham

7.2. Additional Bibliography:

<ul style="list-style-type: none"> - Blanchard, K. (2008). One minute entrepreneur. Headline Publishing Group. - Isaacson, W. (2011) Steve Jobs: the biography. - Lowney, C. (2008). Heroic leadership. Best practices from a 450-year-old company. - Poon Tip, B. (2013). Looptail. How one company changed the world by reinventing business. Hachette Book Group. - Several entrepreneurs' biographies
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8. Systems and Assessment Criteria

8.1. System for Assessment:

<ul style="list-style-type: none"> • Presentations of assignments • Individual students follow-up

8.2. Assessment Criteria and Marks:

<ul style="list-style-type: none"> • Presentations of assignments (70%) (CB7, CG04, CG08) • Individual students follow-up (30%) (CT6)
