



Universidad
de Huelva

Escuela Técnica Superior
de Ingeniería

GENERAL SPECIFICATIONS



COURSE 22/23

Subject Data

Name:

Creación de Empresas

English name:

Entrepreneurship

Code:

1140328

Type:

Elective

Hours:

	Total	In class	Out class
Time distribution	125	50	75

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
4	1	0	0	0

Departments:

Business Management and Marketing

Knowledge areas:

Business organization

Year:

2°

Semester

2°

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TEACHING STAFF

Name:	E-mail:	Telephone
Nuria Toledano	toledano@dem.uhu.es	959 217539

Others Data (Tutoring, schedule...)

Tutoring: Tuesday and Wednesday: 15:30h-17:30h; Thursday: 9:30h-11:30h

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SPECIFIC INFORMATION OF THE COURSE

I. 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

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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, Basic or Transversal Skills:

CB7: Know how to apply the acquired knowledge and problem-solving skills in new or unfamiliar settings within broader (or multidisciplinary) contexts related to their area of study.

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::

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- 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)
 - Why do I want to create a new business?
 - Creation value proposals (economic, social, environmental...).
2. The process of creating the new business
 - Design and generation of business ideas (product/service)
 - Business development
 - Validation, evaluation
3. Plans, revisions, contingencies
 - Business model generation

7. Bibliography

7.1 Basic Bibliography:

- 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:

- 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:

- Presentations of assignments
- Individual student's follow-up

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

- Presentations of assignments (70%) (CB7, CG04, CG08)
- Individual student's follow-up (30%) (CT6)

8.2.2 Examinations Convocatory II

- Presentations of assignments (70%) (CB7, CG04, CG08)
- Individual student's follow-up (30%) (CT6)

8.2.3 Examinations Convocatory III

- Presentations of assignments (70%) (CB7, CG04, CG08)
- Individual student's follow-up (30%) (CT6)

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8.2.4 Extraordinary Convocatory

- Presentations of assignments (70%) (CB7, CG04, CG08)
- Individual student's follow-up (30%) (CT6)

8.3 Single Final Evaluation:

- Business Plan of original idea (100%)