



Universidad
de Huelva

ESCUELA TÉCNICA SUPERIOR DE INGENIERÍA GENERAL SPECIFICATIONS

CURSO 2023-24

MÁSTER UNIVERSITARIO EN INGENIERÍA INDUSTRIAL

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:

Dirección de empresas y marketing / Business management and marketing department

Knowledge areas:

Organización de Empresas / Business organization

Year:

2°

Semester

2°

ANEXO I**TEACHING STAFF**

Name:	E-mail:	Telephone
Nuria Toledano Garrido	toledano@dem.uhu.es	959 21 75 39

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:

I.1 In English:

Fundamental notions of enterprise and entrepreneurship: purpose and perspectives. Types of enterprises (traditional, social, etc.). Business models. Generation, evaluation and development of business ideas (products/services).

I.2 In Spanish:

Nociones básicas de empresa y emprendimiento: propósito y perspectivas de aproximación. Tipos de empresas (convencionales, sociales, etc). Modelos de negocio. Generación, valoración y desarrollo de ideas de negocio (productos/servicios).

2. Background:

2.1 Situation within the Degree:

To complement the professional profile and competences of the industrial engineer with entrepreneurial competences, so that they can develop and put into practice the entrepreneurial spirit in any context in which they find themselves (as entrepreneurs or intra-entrepreneurs).

2.2 Recommendations

None

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3. Objectives (as result of teaching, or skills or abilities and knowledge):

H-D29. Once the subject has been taken, students are expected to have fostered their entrepreneurial spirit, to know the different strategic approaches to develop a business idea and validate it, and to know the challenges faced by entrepreneurs when starting up their business project, as well as the possible solutions.

C-29. Students are also expected to understand the basic notions of business and entrepreneurship: purpose and perspectives of approach; types of companies (conventional, social, etc.); business models; as well as the elements related to the generation, assessment and development of business ideas (products/services)

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:

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- 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

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1. Business creation (entrepreneurship)

- The art of starting: why do I want to create a new business?
- Creation value proposals (economic, social, environmental).

2. The entrepreneurial or company creation process (Causal vs. Effectual).

Design and generation of business ideas (product/service).

Generation and business development

Validation, preliminary evaluation.

3. Planning, review, consideration of contingencies

- Business models (canvas).

7. Bibliography

7.1 Basic Bibliography:

- Aulet, B. (2013). Disciplined entrepreneurship: 24 steps to a successful startup. Wiley
- Carreyrou, J. (2019). Mala Sangre. Secretos y mentiras en una StartUp de Silicon Valley. Capitan Swing.
- Sarasvathy, S. D. (2008). Effectuation. Elements of Entrepreneurial Expertise. Edward Elgar Publishing, Inc. Massachusetts
- Westhead, P., Wright, M. (2014). Entrepreneurship: a very short introduction. OUP.

7.2 Additional Bibliography:

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Deibel, W. (2018). Buy then build. How acquisition entrepreneurs outsmart the startup game.

Diamandis, P.H., Kotler, S. (2015). Bold. How to go big, create wealth and impact the world.

Harvard Business Review. (2018). The Harvard Business Review Entrepreneur's Handbook. Everything you need to launch and grow your new business.

Isaacson, W. (2011) Steve Jobs: La biografía. Debate.

Lavingia, S. (2012). The minimalist entrepreneur. How great founders do more with less. Portfolio.

Lowney, C. (2005). Heroic Leadership: Best Practices from a 450-Year-Old Company That Changed the World. Loyola Press.

Lyons, D. 2017. Disrupted. My misadventure in the start-up bubble.

Murphy, B. 2010. The intelligent entrepreneur. How three Harvard Business School graduates learned the 10 rules of successful entrepreneurship.

Poon Tip, B. (2013). Looptail. How one company changed the world by reinventing business. Hachette Book Group.

Steyaert, C.; Hjorth, D. (2006). Entrepreneurship as Social Change. A third Movements in Entrepreneurship Book. Edward Elgar, Cheltenham

Urbano, D. y Toledano, N. (2008). Invitación al emprendimiento. Una aproximación a la creación de empresas. Editorial UOC. Barcelona.

Entrepreneurs Biographies

ANEXO I

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:

- Exam (100%) (CB7, CG04, CG08)