



ESCUELA TÉCNICA SUPERIOR DE INGENIERÍA GENERAL SPECIFICATIONS

2024-25

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°

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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. Desk. ETSI-037

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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.

CT3: Develop an attitude and an aptitude for the permanent pursuit of excellence in academic work and in future professional practice.

TC1: Adequately manage the information acquired, expressing advanced knowledge and demonstrating, in a context of scientific and technological or highly specialised research, a detailed and well-founded understanding of the theoretical and practical aspects and working methodology in the field of study.

TC2: Master the academic and professional project, having developed sufficient autonomy to participate in research projects and scientific or technological collaborations within their thematic field, in interdisciplinary contexts and, where appropriate, with a high component of knowledge transfer

5. Training Activities and Teaching Methods

5.1 Training Activities:

-Theory sessions on the contents of the programme.

- Problem Solving Sessions

- Field Sessions on the Industrial Reality

- Activities Academically Directed by the Teaching Staff: seminars, lectures, work development, debates, group tutorials, etc. development of works, debates, collective tutorials..

- Assessment and Self-Assessment Activities

- Individual/Autonomous Student Work

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5.2 Teaching Methods:

- MD1 Participatory Master Class
- MD4 Problem solving and practical exercises.
- MD5 Individual or group tutorials. Direct teacher-student interaction
- MD6 Proposal, execution, tutoring and presentation of assignments.
- MD8 Assessments and Exams

5.3 Development and Justification:

Academic theory sessions: presentation of the basic concepts and issues of the subject.
Presentations and discussion on business initiatives, their problems and resolution. Work related to cases of successful companies.

Specifically, the different teaching methodologies will enable the following competences to be acquired: Participative master class (CB7); problem solving and practical exercises (CG08); individual or collective tutorials (CG08). Direct teacher-student interaction (TC1, CT3); proposal, carrying out, tutoring and presentation of work (CG04); evaluations and exams (TC2).

6. Detailed Contents

1. Business creation (entrepreneurship)

- The art of starting: why do I want to create a new business?
- Basic elements (factors/agents) for business creation
- Generation of value propositions (economic, social, environmental).

2. The entrepreneurial process or company creation process

- Design and generation of business ideas (product/service).
- Business creation models: causal versus effectual.
- Validation, preliminary evaluation (canvas model)

3. The entrepreneurial context and ecosystem

- Key agents (business incubators, ...)
- Entrepreneurial culture and synergies.
- Success and failure stories.

7. Bibliography

7.1 Basic Bibliography:

- Aulet, B. (2013). Disciplined entrepreneurship: 24 steps to a successful startup. Wiley.
- Brown, E., y Farrell, M. (2021). The cult of we: Wework, Adam Neumann and the great startup delusion. Kindle Edition.
- Carreyrou, J. (2019). Bad blood. Secrets and lies in a Silicon Valley startup. Capitan Swing.
- Osterwalder, A. y Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers and challengers.
- Velarde, F. (2023). Sacle at speed: How to triple the size of your business and build a superstar team. Robinson.
- Westhead, P., Wright, M. (2014). Entrepreneurship: a very short introduction. OUP.

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7.2 Additional Bibliography:

- 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.
- GEM (Global Entrepreneurship Monitor) (2024). National, regional and provincial informs from 2023.
- Harvard Business Review. (2018). The Harvard Business Review Entrepreneur's Handbook. Everything you need to launch and grow your new business.
- Isaac, M. (2019). Super pumped: The battle for Uber. W. W. Norton & Company.
- Lavingia, S. (2012). The minimalist entrepreneur. How great founders do more with less. Portfolio.
- Lyons, D. 2017. Disrupted. My misadventure in the start-up bubble. Hachette Books.
- Murphy, B. 2010. The intelligent entrepreneur. How three Harvard Business School graduates learned the 10 rules of successful entrepreneurship.
- Sarasvathy, S. D. (2008). Effectuation. Elements of Entrepreneurial Expertise. Edward Elgar Publishing, Inc. Massachusetts.
- Steyaert, C.; Hjorth, D. (2006). Entrepreneurship as Social Change. A third Movements in Entrepreneurship Book. Edward Elgar, Cheltenham.
- Toledano, N. (2003). Crear empresas. Diputación provincial de Huelva.
- Toledano, N. (2012). El fomento de las competencias emprendedoras en las instituciones universitarias: un estudio de casos en España. Servicio Andaluz de Empleo.
- Urbano, D. y Toledano, N. (2008). Invitación al emprendimiento. Una aproximación a la creación de empresas. Editorial UOC. Barcelona.
- Entrepreneurs Biographies
 - Research articles in specific entrepreneurship journals.

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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

a) Continuous assessment

Presentation of assignments: 70% (to assess competences CB7, CG04, CG08)

Individual student follow-up: 30% (for competences TC1, TC2, CT3)

8.2.2 Examinations Convocatory II

- Presentations of assignments (100%)

8.2.3 Examinations Convocatory III

- Presentations of assignments (100%)

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8.2.4 Extraordinary Convocatory

- Presentations of assignments (100%)

8.3 Single Final Evaluation:

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