

PRINCIPLES OF ENTREPRENEURSHIP

YEAR: THIRD

SEMESTER: SECOND

TYPE: COMPULSORY

CREDITS: 3

LANGUAGE: ENGLISH

PROFESSOR: [FEDE PRATS](#)

OBJETIVES

The objective of this module is to approach the principles of entrepreneurship with an emphasis on the role of innovation and creativity. The student will be able to understand the process and basic elements of entrepreneurship and the role of the entrepreneur in a global economy. The course will provide the tools for assessing a variety of situations of entrepreneurial development and applying the theoretical knowledge acquired to real life business and organization cases.

GENERAL COMPETENCES

G1 – To have a global vision, to be able to plan, organize and manage activities in entrepreneurial and business fields.

G2 – To act in a proactive way, to be able to generate new ideas and proposals, to be able to improve initiatives and introduce changes within an organization. To be oriented towards geographical mobility.

G4 – To develop a feeling of moral and ethical engagement in the business and entrepreneurial fields. To develop respect and sensitivity for social issues related to gender, environment and safety in organizations.

G5 – To be able to express themselves accurately and effectively in English. To develop their listening, reading, writing and speaking skills (including oral production and speaking interaction).

G6 – To look for and employ new resources of information and to apply quantitative and qualitative tools to the decision making process.

G7 – To be able to apply the knowledge acquired during the learning process to real and concrete situations.

BASIC COMPETENCES

CB1 – Students should prove they have acquired and understood the knowledge related to such field of study that dates back to secondary school. Even though this level relies on advanced text books, it also includes aspects that refer to previous knowledge in this area of study.

CB2 – Students should be able to apply their knowledge to their work or business initiative in a professional way. They have to be able to elaborate and defend their arguments and to solve problems related to their field of study.

CB5 – Students should have developed specific learning skills that will allow them to study further and with a high level of autonomy.

TRANSVERSAL COMPETENCES

T2 – By facing several practical situations, students will acquire business and entrepreneurship values with the aim to improve their personal academic trajectory and, at the same time, to develop professionally in a company.

T3 – Students will learn how to interact in global and international contexts in order to identify new needs and realities. This will allow them to transfer their theoretical knowledge to new professional initiatives that are currently emerging or are in phase of development. Students will nurture their learner autonomy and self-directed learning during the process of investigation.

SPECIFIC

E1 – To analyse an international company according to economic principles that will allow students to identify the most important aspects at stake to achieve good results.

E3 – To understand the main juridical implications in relation to a business activity and to the process of business internationalization in particular. To understand and being able to use the main juridical frameworks that regulate commercial relations in the world.

E4 – To know the best sources of information for business statistics and economics available, both at a national and international level. To be able to analyse them and to use them in order to take decisions in international business.

E5 – To know the cultural, social, geopolitical and legislative context of the different economies in the world, as a basis for the development of international business.

E7 – To know the role played by several different agents and economic and financing institutions in the world and to be able to evaluate their influence and impact on economic growth, international trade, financial relations and business activity.

E8 – To identify the economic, cultural, political, legal, demographic and technological environments that can represent new opportunities or threads for the development of a business activity at an international level.

E11 – To find, understand and criticise the existing information at an international level in order to set the objectives according to the type of company and product.

LEARNING OUTCOMES

R1- Known in depth and applies the resources available for the creation of start-up companies.

R4 - Demonstrate the ability to make business decisions in any kind of context and with any kind of information, acting logically and demonstrating an understanding of the theoretical and practical aspects.

R6- Identify their own training needs in their field of study and work environment or professional and organized their own learning with a high degree of autonomy in all kinds of contexts, structured or not.

R7- Solve problems and situations of professional performance with innovative and entrepreneurial attitudes.

R8- Evaluates professional practices in emerging and global contexts and proposes lines of intervention tailored to the different realities.

R9- Know the concepts of entrepreneurship and understands the creative processes of the entrepreneur.

SYLLABUS:

- I. Introduction to Global & International Entrepreneurship. Class Methodology. Evaluation. Academic Guide. Being or borrowing ?. The 3 ESERP rules for entrepreneurship. Entrepreneurship, Start ups & innovation. Global Entrepreneurship
- II. Financial Basics in Global Entrepreneurship. ROE, Net Profit & EBITDA. Financing a Business. Loans. Banks Negotiation. Main Financial and Operating ratios & indicators. Financial Projections.
- III. Local & International Entrepreneurship. Incubators versus Accelerators. Free advisors for entrepreneurs in Barcelona. Creating a Business Steps (Barcelona)

based). Company types (worldwide and Spain focus). Costs of operating a Company (focused in small Spanish companies). Trademarks, trade names, patents, web domains, company name. Ways to finance a Company. Crowdfunding. New Business models/trends.

- IV. Marketing & Basic Tools in preparing a Business Plan in Global Entrepreneurship: CANVAS, SWOT, PESTEL, PORTER, BLUE/RED OCEAN, GANTT, ELEVATOR PITCH ...

EVALUATION SYSTEM:

ACTIVITY	WEIGHT %	COMPETENCES & LEARNING RESULTS	CONDITIONS	DEDICATION (hours)
Working Activities	25%	G1, G5, G6, G7, CB1, CB2, CB5, T2, E1, E3, E4, E5, E7 E11, R1, R4, R6, R7, R8	Covers Syllabus items I & II. Not susceptible of recovery by means of a complementary examination	30
Working Activities	15%	G1, G2, G4, G5, G6, G7, CB1, CB2, CB5, E3, E4, E5, E7, E8, E11, R1, R7, R8, R9	Covers Syllabus item III. Will consist in a public presentation recorded in a video in groups of 3 or 4 students with individual mark for each member of the group. Presentation will be delivered to the teacher 2 days before the public presentation in the ordinary session to the rest of the class, followed by questions. Not susceptible of recovery by means of a complementary examination.	15
Working Activities	10%	G1, G2, G4, G5, G6, G7, CB1, CB2, CB5, T2, T3, E1, E3, E4, E5, E7, E8, E11, R1, R4, R6, R7, R8, R9	Covers Syllabus item III. Will consist in a short Quiz about previous public presentations attended in class. Not susceptible of recovery by means of a complementary examination.	10
Practical Exam	40%	G1, G2, G5, G6, G7, CB1, CB2, CB5, T2, T3, E1, E3, E4, E5, E7, E8, E11, R1, R4, R6, R7, R8, R9	Covers Syllabus item IV. Minimum grade to pass 40/100 . Will consist in a group public presentation recorded in a video in groups of 3 or 4 students with individual mark for each member of the group. Presentation will be delivered to the teacher 2 days before the public presentation in the ordinary session to the rest of the class, followed by questions. Susceptible of recovery by means of a complementary examination. Complementary examination must be individual (not in groups).	35
Participation	10%		Not susceptible of recovery by means of a complementary examination	
Class Hours: 30 hours				
Total Time of dedication to the Subject: 90 hours				

Practical Exam will be evaluated by rubrics as follows:

Quality of the written presentation (powerpoint without listening to the explanations)	Doesn't seem a 2020's presentation. old Fashion layout or not a wide analysis <i>0 puntos</i>	Not bad, but could be better <i>10 puntos</i>	Wide analysis and in an actual layout <i>20 puntos</i>
Quality of the public presentation	seems more a secondary school activity than a professional Business Plan. <i>0 puntos</i>	Not bad, but could be better <i>1 puntos</i>	Student explains important subjects in a PROFESSIONAL but EASY to understand way helps audience understand it well. Good combination between Theory & practice <i>20 puntos</i>
Time	Presentation last less than 8 minutes or more than 12 minutes <i>0 puntos</i>	Presentation last between 8 & 9 minutes or between 11 & 12 minutes <i>7 puntos</i>	Presentation last 10 minutes <i>15 puntos</i>
Video	Bad Quality. No professional image <i>0 puntos</i>	Not bad, but could be better <i>7 puntos</i>	Good quality video that transmit an excellent quality of the presentation <i>15 puntos</i>
Group work	Seems all members of the Group have not participate with the same effort <i>0 puntos</i>	Not bad, but could be better <i>10 puntos</i>	Seems all members of the Group have participate with the same effort <i>20 puntos</i>
Answer to questions in the ordinary session	Very poor answers <i>0 puntos</i>	Not bad, but could be better <i>5 puntos</i>	Answers show domain of the analyzed subject <i>10 puntos</i>

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation; besides taking into account the

assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, doesn't pass (40/100) the Practical Exam may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement. Complementary exam will be related only to the practical exam not passed.

METHODOLOGY:

This is a classroom subject that combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, in addition to performing group training activities to complement and put into practice the knowledge acquired. In addition, students should carry out individual activities during their personal work hours.

Finally, it is recommended that the student dedicate each week several hours of personal work to this subject in order to consolidate the knowledge acquired. This personal work will consist of a review of the theoretical aspects treated in class and to complement them with the basic bibliography.

BASIC BIBLIOGRAPHY

Entrepreneurship Productive, Unproductive, and Destructive - 25 Years On Joshua Hall, publicado en 2016 por Emerald Group Publishing Ltd. (Available at Eserp's online library)

The Internationalisation of Enterprise and Entrepreneurship Education. Martin McCracken, publicado en 2017 por Emerald Group Publishing Ltd. (Available at Eserp's online library)

Lowe N., Klyver, K., Evald, M. & Bager, T. (2013) Entrepreneurship in Theory and Practice: Paradoxes in Play. Edward Elgar Pub.

Trompenaars F, Coebergh P. (2014). 100+ management models. How to understand and apply the world most powerful business tools. Infinite Ideas.

COMPLEMENTARY BIBLIOGRAPHY

Bessant J. & Tidd J. (2015) Innovation and Entrepreneurship (3rd edition). Wiley.

Drucker, P. (1985) Innovation and Entrepreneurship, Practices and Principles. Harper & Row.

Gerber M. (1985) The E Myth Revisited, Why Most Small Businesses Don't Work and What to Do About It. Harper Collins Publishers.

Mariotti, S. & Glackin C. (2014) Entrepreneurship and Small Business Management (2nd edition). Pearson.

Meyer, M. & Crane F.G. (2011) Entrepreneurship: An Innovator's Guide to Startups and Corporate Ventures. Sage.