



FUNDAMENTOS DE
CREACIÓN DE
EMPRESAS/FUNDA
MENTALS OF
BUSINESS
CREATION

**Grado en Creación,
Administración y
Dirección de Empresas**



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: FUNDAMENTOS DE CREACIÓN DE EMPRESAS / FUNDAMENTALS OF BUSINESS CREATION.

Degree: Grado en Creación, Administración y Dirección de Empresas.

Type: Core.

Languages: Español / English.

Modality: In-Person and Online.

Credits: 6.

Year: 1st.

Semester: Spring Semester / Semester 2.

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1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

- Basic Competences: CB1, CB2, CB3, CB4, CB5.
- General Competences: CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22.
- Specific Competences: CE1, CE2, CE3, CE8, CE9, CE11, CE12, CE13, CE17, CE20, CE22, CE25, CE38.

1.2. Learning outcomes

Differentiate between entrepreneurship, intrapreneurship, and business creation.
Demonstrate the ability to analyze the characteristics of an entrepreneur effectively.
Proficiently identify and utilize various tools for detecting business opportunities and potential sources of funding.
Competently develop and execute a comprehensive business plan.
Apply creativity techniques to foster innovation as an entrepreneur.
Identify promising international markets for expanding a company's operations.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

En esta asignatura el alumno comprenderá las dimensiones de la creación de una empresa haciendo un análisis 360 grados que les permita conocer todos los aspectos relacionados y conexos de un emprendimiento. Además que podrán conocer los instrumentos y componentes que implican emprender; desde la ideación, validación de mercado y la propuesta de valor, hasta la presentación de venta para atraer inversionistas (Pitch de Negocios).

In this course, students will gain a comprehensive understanding of the intricacies involved in launching a company. They will conduct a thorough 360-degree analysis, exploring all relevant aspects of entrepreneurship. Furthermore, students will acquire knowledge about the essential tools and components required for entrepreneurial endeavors, spanning from the initial idea, market validation, and value proposition, to crafting effective sales presentations to attract potential investors (business pitch).

2.3. Covered Topics

01. Introduction to Entrepreneurship and The Entrepreneur
02. Process of Business Creation and Idea Generation - Business Plan
03. Search and Evaluation of Opportunities
04. Prototyping, Validation and Minimum Viable Product
05. Idea Generation and Validation
06. Business Models
07. Financial Strategy and Resource Planning
08. The discipline of entrepreneurship in 24 steps
09. Presentation Design and Project Refinement

2.4. Individual / Group Assignments

During the course, some of the following activities, practices, reports or projects, or others with similar objectives or nature, may be developed:

Directed Activity 1 (AD1): Students will have to elaborate a proposal for a new company following the methodology of The Discipline of Entrepreneurship and present a pitch to present their business idea applying all the contents learned throughout the course.

Directed Activity 2 (AD2): Students will solve a Harvard case study

2.5. Learning Activities

| LEARNING ACTIVITIES | | |
|--|--------------|---------------------|
| In-Person Learning | Hours | Attendance % |
| A1 Lectures | 45 | 100% |
| A2 Discussion Sections | 9 | 100% |
| A3 Mentoring | 9 | 100% |
| A4 Individual / Group Assignments | 18 | 0% |
| A5 Online Assignments | 6 | 50% |
| A6 Extracurricular Materials | 6 | 0% |
| A7 Self Study | 51 | 0% |
| A13 Exam | 6 | 100% |
| Online Learning | Hours | Attendance % |
| A9 Asynchronous Classes | 12 | 0% |
| A10 Discussion Sections, Synchronous or Asynchronous | 12 | 0% |
| A3 Mentoring | 24 | 0% |
| A4 Individual / Group Assignments | 18 | 0% |
| A5 Online Assignments | 12 | 0% |
| A6 Extracurricular Materials | 12 | 0% |
| A7 Self Study | 54 | 0% |
| A13 Exam | 6 | 100% |

Methodologies:

In-Person: MD1, MD2, MD3, MD4, MD5

Online: MD1, MD2, MD3, MD4, MD5

3. GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)

5.0 - 6.9 Pass (AP)

7.0 - 8.9 Notable (NT)

9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

| Evaluation Criteria | Percentage |
|-----------------------------------|------------|
| S1 Attendance and Participation | 10% |
| S2 Individual / Group Assignments | 30% |
| S3 Midterm Exam (On-Site) | 10% |
| S4 Final Exam (On-Site) | 50% |

Modality: Online

| Evaluation Criteria | Percentage |
|--|------------|
| S10 Participation (Forums and Supervised Activities) | 10% |
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 60% |

Extraordinary Session

Modality: In-Person

| Evaluation Criteria | Percentage |
|-----------------------------------|------------|
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 70% |

Modality: Online

| Evaluation Criteria | Percentage |
|-----------------------------------|------------|
| S2 Individual / Group Assignments | 30% |
| S4 Final Exam (On-Site) | 70% |

Restrictions and explanation of the weighting: In order to average the above weightings, it will be necessary to obtain at least a mark of 5 in the final exam.

Likewise, it will be the teacher's discretion to request and re-evaluate the practicals or written assignments, if these have not been handed in on time, have not been passed or if the student wishes to improve the mark obtained in both exams.

In any case, passing any subject is subject to passing the corresponding final on-site and individual tests.

3.3. Restrictions

Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance

Students who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

It is important to note that Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be treated as a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

4.1. Required Reading

Aulet, B. (2018). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. Wiley.

Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Currency.

Trias de Bes, F. (2007). *The Black Book of Entrepreneurship*. Empresa Activa.

4.2. Recommended Reading

Aceituno, P. (2020). *Manual de Creación y Gestión de Empresas*. CEF.

Camisón, C. (2009). *Introducción a los negocios y su gestión*. Pearson Educación.

Claver, E., Llopis, J., Lloret, M., & Molina, H. (1996). *Manual de Administración de Empresas*. Civitas.

Robbins, S.P., & Coulter, M. (2007). *Administración*. Pearson Educación.