

**1. General information****Course:** CREATION OF FIRMS**Type:** ELECTIVE**Degree:** 319 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CU)**Center:** 401 - FACULTY OF SOCIAL SCIENCES OF CUENCA**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54354**ECTS credits:** 6**Academic year:** 2021-22**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** N**Bilingual:** N**Lecturer:** MARÍA ÁNGELES GARCÍA HARO - Group(s): 30

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

The justification for studying this Subject relies on the need to provide the students with knowledge and skills to design a business plan, and thus make the students able to start up a firm, by taking into account the feasibility of the new venture, how this new venture fits market opportunities and how the new venture is profitable, is risky and is ethical. To do that, it is necessary to have some knowledge on subjects like "Business Administration" and "Business Organization and Human Resources Management". Self-Employment is an option for the professional future of university graduates. Thus, the skills developed throughout the Degree of Business Administration are key to get that the business project plan can be started successfully.

4. Degree competences achieved in this course**Course competences**

| Code | Description |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| E01 | Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses. |
| E02 | Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization. |
| E04 | Incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task. |
| E06 | Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization. |
| G01 | Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence. |
| G02 | Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know and apply the legislation and recognition of human rights and questions of gender equality. |
| G03 | Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions. |
| G04 | Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas. |
| G05 | Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations. |

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

Assume a social and ethical responsibility in decision making.

Search for information, analysis, interpretation, synthesis and transmission.

Know the models and analysis techniques of the economic and legal environment to which companies are currently facing, with special attention to the search for opportunities and the anticipation of possible changes.

Know the processes aimed at creating, communicating, supplying and exchanging products and services in the market that have value for customers, companies and society in general.

To know the theories and organizational models of companies from structural and behavioral perspectives to ensure their effective and efficient functioning,

paying special attention to human aspects in organizations.
Work to form autonomous and with personal initiative.

Solve problems in a creative and innovative way.

6. Units / Contents

Unit 1: The business creation environment: Small and Medium Sizes Ventures

Unit 2: The entrepreneur and the business creation

Unit 3: The business idea: generation, evaluation and selection

Unit 4: The Business Plan: Objectives, Structure and Strategic Plan

Unit 5: The Business Plan: Marketing and Operations

Unit 6: The Business Plan: Organization, Human Resources and Economic-Financial Viability

Unit 7: Search for Financial Resources

Unit 8: The Venture Formation. Legal Aspects

7. Activities, Units/Modules and Methodology

| Training Activity | Methodology | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | Description |
|-------------------------------------------------|-------------------------------|-------------------------------------------------------------|---------------------------------------------|------------|----|-----|---------------------------------------------------------------------------------------------------------------------------------------------|
| Class Attendance (practical) [ON-SITE] | Lectures | E01 E02 E04 E06 | 1.2 | 30 | N | - | Teaching of the theoretical content of the program |
| Class Attendance (practical) [ON-SITE] | Problem solving and exercises | E01 E02 E04 E06 G02 G03 G05 | 0.6 | 15 | Y | N | Quantity and Quality of the cases that have been resolved in class. The ability to work as a team to resolve the cases will be appreciated. |
| Group tutoring sessions [ON-SITE] | Group tutoring sessions | E01 E02 E04 E06 G01 | 0.24 | 6 | N | - | Tutoring for doubts, suggestions related to the elaboration of the Business Plan |
| Project or Topic Presentations [ON-SITE] | Combination of methods | E01 E02 E04 E06 G03 G04 G05 | 0.12 | 3 | Y | Y | The students must present in class the Business Plan and answer all questions that other students or the teacher make |
| Writing of reports or projects [OFF-SITE] | Case Studies | E01 E02 E04 E06 G02 G03 | 0.24 | 6 | Y | N | Quality of the solutions given to the cases |
| Writing of reports or projects [OFF-SITE] | Group Work | E01 E02 E04 E06 G01 G03 G04 G05 | 2.4 | 60 | Y | Y | Development of a Business Plan including planning of strategic, commercial, technical, human resources management and financial aspects |
| Study and Exam Preparation [OFF-SITE] | Self-study | E01 E02 E04 E06 G01 G03 | 1.2 | 30 | N | - | |
| Total: | | | 6 | 150 | | | |
| Total credits of in-class work: 2.16 | | | Total class time hours: 54 | | | | |
| Total credits of out of class work: 3.84 | | | Total hours of out of class work: 96 | | | | |

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

| Evaluation System | Continuous assessment | Non-continuous evaluation* | Description |
|-------------------------------|-----------------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Progress Tests | 30.00% | 0.00% | This percentage is for several theoretical/practice tests |
| Theoretical papers assessment | 70.00% | 100.00% | The student is required to elaborate a Business Plan taking into account the content, the format, the originality, the opportunity and the viability of the business idea. |
| Total: | 100.00% | 100.00% | |

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

To apply the ponderations aforementioned, it will be necessary that the student has finished his/her work about a Business Plan, successfully.

Non-continuous evaluation:

Those students who cannot access continuous assessment will be assessed through a final test.

Specifications for the resit/retake exam:

The continuous assessment marks that the student has obtained throughout the course will be kept in this evaluation.

Specifications for the second resit / retake exam:

The evaluation system consists of a final exam which is equal to the 100% of the final mark.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

| | |
|---------------------------------------------------------------------------------------------------------|-----------------------------|
| Hours | hours |
| Group tutoring sessions [PRESENCIAL][Group tutoring sessions] | 6 |
| Project or Topic Presentations [PRESENCIAL][Combination of methods] | 3 |
| Writing of reports or projects [AUTÓNOMA][Case Studies] | 6 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 60 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 30 |
| Unit 1 (de 8): The business creation environment: Small and Medium Sizes Ventures | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 06-09-2021 | End date: 16-09-2021 |
| Unit 2 (de 8): The entrepreneur and the business creation | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 17-09-2021 | End date: 24-09-2021 |
| Unit 3 (de 8): The business idea: generation, evaluation and selection | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 25-09-2021 | End date: 01-10-2021 |
| Unit 4 (de 8): The Business Plan: Objectives, Structure and Strategic Plan | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 02-10-2021 | End date: 15-10-2021 |
| Unit 5 (de 8): The Business Plan: Marketing and Operations | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 16-10-2021 | End date: 28-10-2021 |
| Unit 6 (de 8): The Business Plan: Organization, Human Resources and Economic-Financial Viability | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 29-10-2021 | End date: 05-11-2021 |
| Unit 7 (de 8): Search for Financial Resources | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 4 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 2 |
| Group 30: | |
| Initial date: 06-11-2021 | End date: 19-11-2021 |
| Unit 8 (de 8): The Venture Formation. Legal Aspects | |
| Activities | Hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 2 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 1 |
| Group 30: | |
| Initial date: 20-11-2021 | End date: 02-12-2021 |
| Global activity | |
| Activities | hours |
| Class Attendance (practical) [PRESENCIAL][Lectures] | 30 |
| Class Attendance (practical) [PRESENCIAL][Problem solving and exercises] | 15 |
| Group tutoring sessions [PRESENCIAL][Group tutoring sessions] | 6 |
| Project or Topic Presentations [PRESENCIAL][Combination of methods] | 3 |
| Writing of reports or projects [AUTÓNOMA][Case Studies] | 6 |
| Writing of reports or projects [AUTÓNOMA][Group Work] | 60 |
| Study and Exam Preparation [AUTÓNOMA][Self-study] | 30 |
| Total horas: 150 | |

| 10. Bibliography and Sources | | | | | | |
|-----------------------------------|-------------------------------------------------------------|------------------|------|---------------|------|-------------|
| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description |
| Gil Estallo, María de los Ángeles | Cómo crear y hacer funcionar una empresa : conceptos e inst | ESIC | | 84-7356-170-8 | 1998 | |

| | | | | | |
|----------------------------------------------------------------------------------|--------------------------------------------------------------|--------------|--------|-------------------|------|
| González Domínguez, Francisco José | Creación de empresas : guía para el desarrollo de iniciativ | Pirámide | | 84-368-1485-1 | 2000 |
| González Domínguez, Francisco José | Creación de empresas : guía del emprendedor | Pirámide | | 978-84-368-2011-9 | 2009 |
| Guarnizo García, José Víctor | Creación de empresas | S. n.] | | 978-84-920589-9-0 | 2009 |
| Jose María Gómez Gras, Mar Fuentes, Rosa M. Batista y Ricardo Hernandez Mogollón | Manual de casos sobre creación de empresas en España | Mc Graw Hill | Madrid | 978-84-481-7991-5 | 2012 |
| Mateo Dueñas, Ricardo | Creación de empresas : teoría y práctica | McGraw-Hill | | 84-481-4235-7 | 2004 |
| | Plan de negocio : cómo diseñarlo e implementarlo : todos los | Profit | | 978-84-936084-2-2 | 2009 |