



1. General information

Course: BUSINESS VENTURING**Type:** ELECTIVE**Degree:** 329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)**Center:** 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 54354**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 60**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N

Lecturer: SANTIAGO GUTIERREZ BRONCANO - Group(s): 60				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencia Sociales y Tecnologías de la Información / Desp. Vicerrectorado	ADMINISTRACIÓN DE EMPRESAS	926051840	santiago.gutierrez@uclm.es	Wednesdays, thursdays and fridays from 9:30 to 11:30 with prior email to confirm the tutoring.
Lecturer: CARLOS MARTÍN HERNÁNDEZ - Group(s): 60				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencia Sociales y Tecnologías de la Información	ADMINISTRACIÓN DE EMPRESAS		Carlos.Martin@uclm.es	Wednesdays and thursdays from 18.00 to 20.00 with prior email to confirm the tutoring.

2. Pre-Requisites

Not established

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

The justification for taking the subject Business Creation is motivated by the need to provide students with the knowledge and skills to design a business plan and to be able to implement it, taking into account its feasibility, its suitability to market opportunities and its acceptability in terms of profitability, risk and ethical criteria. For this, knowledge in related subjects such as Fundamentals of Business Administration or Business Organisation and Human Resources Management is indispensable. Self-employment is an alternative option for the professional future of graduates. For this reason, the skills developed throughout the Degree are essential to ensure that the business project is implemented maximising the probability of success.

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
Work autonomously and with personal initiative.
Assume social and ethical responsibilities in business decision-making.
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.

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 out problems in creative and innovative ways.

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Know the analytical models and techniques of the economic and legal environment currently faced by enterprises, with special attention given to the search for opportunities and the anticipation of potential changes.

6. Units / Contents

Unit 1: The business start-up environment: SMEs

Unit 2: The entrepreneur and 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: Organisation, human resources and economic-financial viability

Unit 7: Search for financial resources

Unit 8: Incorporation of the company: 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 (theory) [ON-SITE]	Lectures	E01 E02 E04 E06	1.12	28	N	-	Explanation of the theoretical contents of the programme
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 cases solved in the classroom, as well as the capacity for group work in their resolution.
Group tutoring sessions [ON-SITE]	Group tutoring sessions	E01 E02 E04 E06 G01	0.24	6	N	-	Tutorials for queries and doubts about the preparation of the Business Plan.
Project or Topic Presentations [ON-SITE]	Combination of methods	E01 E02 E04 E06 G02 G04 G05	0.12	3	Y	Y	Students must present their work in class and answer the questions posed by the teacher and their classmates.
Writing of reports or projects [OFF-SITE]	Case Studies	E01 E02 E04 E06 G02 G03	0.24	6	Y	N	Quality of cases solved.
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 project, including the planning of the strategic, commercial, technical, human resources management and financial aspects of the project.
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 E04 E06 G01 G03	1.2	30	N	-	
Progress test [ON-SITE]	Assessment tests	E01 E02 E04 E06 G01 G02	0.08	2	Y	Y	It will consist of a theoretical and practical test.
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	40.00%	0.00%	This percentage is divided into different theoretical/practical tests.
Projects	60.00%	100.00%	A Business Plan must be drawn up, in which, in addition to the content and format of the work, the originality, timeliness and viability of the business idea will be assessed.
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:

In order to be able to apply the aforementioned weightings, it will be necessary to have passed the work consisting of the preparation of a Business Plan.

Non-continuous evaluation:

In order to be able to apply the aforementioned weightings, it will be necessary to have passed the work consisting of the preparation of a Business Plan.

Specifications for the resit/retake exam:

The assessments of the different progress tests obtained in the ordinary exam will be maintained.

Specifications for the second resit / retake exam:

The evaluation system is unique and consists of a final exam equivalent to 100% of the final grade.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	28
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
Progress test [PRESENCIAL][Assessment tests]	2
General comments about the planning: Planning will be carried out according to the academic calendar of the academic year.	
Global activity	
Activities	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	30
Project or Topic Presentations [PRESENCIAL][Combination of methods]	3
Writing of reports or projects [AUTÓNOMA][Group Work]	60
Class Attendance (theory) [PRESENCIAL][Lectures]	28
Class Attendance (practical) [PRESENCIAL][Problem solving and exercises]	15
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	6
Writing of reports or projects [AUTÓNOMA][Case Studies]	6
Progress test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Alexander Osterwalder e Yves Pigneur	Generación de modelos de negocio	DEUSTO		9788423427994	2011	
W. Chan Kim y Renée Mauborgne	La estrategia del océano azul.	BRESCA		9788416115891	2020	
Eric Ries	El método de Lean startup	DEUSTO		9788423409495	2012	
Steve Blank	El manual del emprendedor (Prácticos siglo XXI)	Booket		978-8498754223	2016	
DGI y de la PYME Dirección General de Industria y de la Pequeña y Mediana Empresa	Crea tu empresa					Web
	Crea tu empresa http://www.ipyme.org					
Paul Ewthead, Mike Wright and Gerard McElwee	Entrepreneurship. Perspectives and Cases	Prentice Hall		9780273726135	2011	