



## 1. General information

Course: CREATION OF INNOVATIVE FIRMS

Type: ELECTIVE

Degree: 317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (AB)

Center: 5 - FACULTY OF ECONOMICS AND BUSINESS

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 54340

ECTS credits: 6

Academic year: 2023-24

Group(s): 12

Duration: First semester

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: JUAN JOSE JIMENEZ MORENO - Group(s): 12

Building/Office	Department	Phone number	Email	Office hours
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Lecturer: PASCUAL PARADA TORRALBA - Group(s): 12

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## 2. Pre-Requisites

The profile of this Course means no prior knowledge is required.

However, some prior knowledge of the following subjects would be useful: finance, marketing and business management. It is also useful to have competences in searching for information from different sources, capacity of analysis and synthesis, teamwork and decision-making capacity, oral and written communication, use of ICT, and initiative, entrepreneurial spirit and creativity. The three last of these is not, however, a requirement.

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

The inclusion of this Course within the Degree in Business Management is fully justified. Companies are the drivers of economic development, generating wealth and employment. Our socio-economic system is underpinned by the model of market economy. The institutions of the model of market economy are: private property, the market, competition and profit. The Schumpeterian figure of the innovative entrepreneur is key to this model.

The business sector of any modern society is dynamic. The creation and disappearance of companies renders the model more efficient and benefits society. Most of our future graduates will work for, or with, enterprises of reduced dimensions (micro, small and medium-sized enterprises) where the role of the business founder-entrepreneur is decisive. Furthermore, the corporate entrepreneurship of large companies is a major driver of the economic system, using R&D to create innovations with a greater socio-economic impact. Similarly, social and circular entrepreneurship is an emerging phenomenon. Finally, a minority, albeit a large minority, of our graduates will consider creating their own enterprise, as a desirable alternative to being a salaried worker.

Consequently, it is logical that students should be familiar with the process of creating a company and company creators, the process of generating innovative business ideas, the process of setting up a company and efficient management in the early years in order to survive and develop.

Given the profile of this Course in which one of the basic objectives is to be able to design a technically, economically and socially viable business plan which facilitates the effective creation of a company, it is instrumentally related to a number of other subjects, principally: Accounting, Marketing; Finance and Business Management.

## 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.
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.
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

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

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.

Work out problems in creative and innovative ways.

Work autonomously and with personal initiative.

### Additional outcomes

O1) Students will be able to identify the role of new, innovative enterprises in the dynamism of the economic sector and describe the socio-economic environment in which company creation processes take place. The competences achieved will be: E1, G1.

O2) Students will be able to identify the socio-demographic, psychological and motivational characteristics of entrepreneurially-minded people, as well as different entrepreneurial profiles. The competences achieved will be: E1, E2, G1.

O3) Students will be able to activate their creative capacity and search for business ideas and evaluate their potential for innovation. The competences achieved will be: E2, G3.

O4) Students will be able to design a technically, economically and socially viable business plan. They will also be able to identify the resources required and set up the company's launch strategy. The competences achieved will be: E1, E4, E6, G3, G5.

## 6. Units / Contents

### Unit 1: Creation of businesses

### Unit 2: The entrepreneur

### Unit 3: Innovative ideas: business opportunities

### Unit 4: Business Plan

### ADDITIONAL COMMENTS, REMARKS

- Recognition of business activity in the market economy.
- Description of the local, regional, national and European business sector.
- Dynamics of the business sector.
- Contextualization of the company creation process.
- Personification of the process.
- Identification of entrepreneurs.
- Characteristics of potential entrepreneurs.
- Creative capacity as a source of business ideas.
- From creative ideas to economic innovation.
- Process for evaluating potentially innovative ideas.
- From an innovative idea to a business project.
- Genetic code of a new company.
- Strategic analysis for a new company.
- Strategic planning for the success of new companies.

## 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	E02 E06	1.08	27	N	-	Theoretical explanations of basic content of programme
Class Attendance (practical) [ON-SITE]	Debates	E02 G01	0.54	13.5	N	-	Presentation and practical work /case studies
Writing of reports or projects [OFF-SITE]	Self-study	E02 G01 G03	1.35	33.75	Y	Y	Assignments and individual tests
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E04 E06 G01 G03	1.61	40.25	Y	Y	Production of business plan

[SITE] Group tutoring sessions [ON-SITE]	Guided or supervised work	G05 G03 G05	0.18	4.5	N	-	Programmed classroom tutorials used to monitor student progress
Study and Exam Preparation [OFF- SITE]	Self-study	E02 G01	0.54	13.5	N	-	Acquisition and preparation of subject content
Final test [ON-SITE]	Assessment tests	E01 E04 E06 G03	0.1	2.5	Y	Y	Answering of tests, theoretical questions case studies, which demonstrate acquisition of knowledge
Class Attendance (theory) [ON- SITE]	Collaborative on line international learning (COIL)	E02 E06	0.12	3	N	-	
Class Attendance (practical) [ON- SITE]	Collaborative on line international learning (COIL)	E02 G01	0.06	1.5	N	-	
Writing of reports or projects [OFF- SITE]	Collaborative on line international learning (COIL)	E02 G01 G03	0.15	3.75	Y	Y	
Writing of reports or projects [OFF- SITE]	Collaborative on line international learning (COIL)	E02 G01 G03 G05	0.19	4.75	Y	Y	
Group tutoring sessions [ON-SITE]	Collaborative on line international learning (COIL)	G03 G05	0.02	0.5	N	-	
Self-study [OFF-SITE]	Collaborative on line international learning (COIL)		0.06	1.5	N	-	
Total:			6	150			
Total credits of in-class work: 2.1			Total class time hours: 52.5				
Total credits of out of class work: 3.9			Total hours of out of class work: 97.5				

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
Assessment of problem solving and/or case studies	30.00%	0.00%	Individual assignments for students to consider and solve. An assignment must be delivered for each question proposed, in accordance with the formal conditions laid down for the subject in the virtual campus.
Portfolio assessment	40.00%	0.00%	Production and presentation of a business plan, a written document which identifies, describes and analyses a business idea, examines its technical and economic viability and shows the strategies to be followed to set up the company. The following will be assessed: a) originality of the idea and sustainability depending on the source of innovation on which it is based and the launch strategy designed, and b) technical and economic viability depending on accessibility of required resources.
Final test	30.00%	100.00%	Exam on subject contents.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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 the first exam session, individual assignments, the business plan and the final exam will be evaluated.

In order to pass the subject, a mark of at least 50% is required in the individual assignments, 50% in the business plan and 50% in the final exam.

Regarding evaluation in case of illness or other special circumstances, see Article 6 of the Student Evaluation Regulations of the University of Castilla-La Mancha.

##### Non-continuous evaluation:

In the first exam session the final exam will be evaluated.

In order to pass the subject, a mark of at least 50% is required in the final exam.

Regarding evaluation in case of illness or other special circumstances, see Article 6 of the Student Evaluation Regulations of the University of Castilla-La Mancha.

#### Specifications for the resit/retake exam:

Continuous Assessment: The marks obtained in the individual assignments, the business plan or in the final exam, will be upheld if above pass level. In order to pass the subject, a mark of at least 50% is required in the individual assignments, 50% in the business plan and 50% in the final exam. The marks obtained in the other systems of assessment will be upheld if above pass level.

Non-Continuous Assessment: In order to pass the subject, a mark of at least 50% is required in the final exam.

#### Specifications for the second resit / retake exam:

Continuous Assessment: The marks obtained in the individual assignments, the business plan or in the final exam, will be upheld if above pass level. In order to pass the subject, a mark of at least 50% is required in the individual assignments, 50% in the business plan and 50% in the final exam. The marks obtained in the other systems of assessment will be upheld if above pass level.

Non-Continuous Assessment: In order to pass the subject, a mark of at least 50% is required in the final exam.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	27
Class Attendance (practical) [PRESENCIAL][Debates]	13.5
Writing of reports or projects [AUTÓNOMA][Self-study]	33.75
Writing of reports or projects [AUTÓNOMA][Group Work]	40.25
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	13.5
Final test [PRESENCIAL][Assessment tests]	2.5
<b>General comments about the planning:</b> Planning will be adjusted to the UCLM academic calendar	
Unit 1 (de 4): Creation of businesses	
<b>Comment:</b> Planning will be adjusted to the UCLM academic calendar	
Unit 2 (de 4): The entrepreneur	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Collaborative on line international learning (COIL)]	3
Class Attendance (practical) [PRESENCIAL][Collaborative on line international learning (COIL)]	1.5
Writing of reports or projects [AUTÓNOMA][Collaborative on line international learning (COIL)]	3.75
Writing of reports or projects [AUTÓNOMA][Collaborative on line international learning (COIL)]	4.75
Group tutoring sessions [PRESENCIAL][Collaborative on line international learning (COIL)]	.5
Self-study [AUTÓNOMA][Collaborative on line international learning (COIL)]	1.5
Global activity	
Activities	hours
Writing of reports or projects [AUTÓNOMA][Collaborative on line international learning (COIL)]	4.75
Class Attendance (practical) [PRESENCIAL][Debates]	13.5
Class Attendance (theory) [PRESENCIAL][Lectures]	27
Writing of reports or projects [AUTÓNOMA][Self-study]	33.75
Writing of reports or projects [AUTÓNOMA][Group Work]	40.25
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	4.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	13.5
Final test [PRESENCIAL][Assessment tests]	2.5
Class Attendance (theory) [PRESENCIAL][Collaborative on line international learning (COIL)]	3
Class Attendance (practical) [PRESENCIAL][Collaborative on line international learning (COIL)]	1.5
Writing of reports or projects [AUTÓNOMA][Collaborative on line international learning (COIL)]	3.75
Group tutoring sessions [PRESENCIAL][Collaborative on line international learning (COIL)]	0.5
Self-study [AUTÓNOMA][Collaborative on line international learning (COIL)]	1.5
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Revista Emprendedores	www.emprendedores.es					Web
Universia Emprendedores	https://www.universia.net/					Web
DGI y de la PYME	Dirección General de Industria y de la Pequeña y Mediana Empresa: Crea tu empresa http://www.ipyme.org					Web
Red GEM España	Observatorio del Emprendimiento de España https://www.gem-spain.com/					Web
Liedtka, J. et al.	Solving Problems with Design Thinking	Columbia Business School Publishing		9780231163569	2013	Recommended for Erasmus Students
De Bono, E.	Six thinking hats	Penguin UK		9780141033051	2017	Recommended for Erasmus Students
CEAJE	Confederación Española de Jóvenes Empresarios http://www.ceaje.es/					Web
Design Thinking	Design Thinking http://www.designthinking.es/inicio/					Web
De Bono, E.	Lateral Thinking: Creativity Step by Step	Colophon		9780060903251	2015	Recommended for Erasmus Students
Ries, E.	The Lean Startup: How Constant Innovation Creates Radically Successful Businesses			9780670921607	2011	Recommended for Erasmus Students
GEM Consortium	Global Entrepreneurship Monitor https://www.gemconsortium.org/					Recommended for Erasmus Students
ECSB	European Council for Small					Recommended for

CISE

Business and Entrepreneurship  
<https://ecsb.org/>  
Centro Internacional Santander  
Emprendimiento  
<https://www.cise.es/>

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