

1. OVERVIEW

Subject Area	Innovation and Entrepreneurship
Degree	Bachelor's Degree in Business Analytics
School/Faculty	Social and Communication Sciences
Ac. Year	Fourth
ECTS	6
Type	Compulsory
Language(s)	Spanish/English
Delivery Mode	On campus
Term	2nd
Academic Year	2025-26
Coordinating professor	Andrea Maccanin

2. INTRODUCTION

The purpose of Innovation and Entrepreneurship is to challenge students' conventional views and perspectives of business practices. It sets out to incentivise and prompt students to adopt an entrepreneurial and innovative approach to the aspects covered by the subject, while enabling them to develop a comprehensive understanding of business and its implications.

Students will be given the opportunity to discover exactly what it takes to set up a business based on the use of various tools, procedures and strategies designed to increase a business venture's chance of success.

The subject will enable students to develop the knowledge they need to set up a business and/or innovate in a practical and analytical way, so long as they have an idea that is economically viable.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by the acronym in Spanish):

- CB4 - Students will be able to present information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5- Students will develop the learning capacity required to undertake subsequent study with a high degree of autonomy.

Cross-curricular skills (CT, by the acronym in Spanish):

- CT6 - Adaptability: Students will be able to accept, consider and integrate different perspectives, adapting their own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.

Specific skills (CE, by the acronym in Spanish):

- CE17 - Ability to identify technological and innovation-based strategies, as well as the analysis tools and technological capabilities to which a business can resort for the purpose of sustaining growth and development, and boosting competitiveness.
- CE25 - Ability to explore new sources of information and the procedures for applying solutions in view of the situation and the sector in question.

Learning outcomes (RA, by the acronym in Spanish):

- RA1. Students will be able to recognise, understand and apply, in an integrative way, the various knowledge and techniques acquired during the degree to effectively produce a business plan with a focus on innovation and entrepreneurship processes; understand how to successfully launch their business idea; and identify the key stakeholders and potential options for financing their idea (as well as analysis and selection).
- RA2. Address problems, consider cases and undertake initiatives so that students can show that they have understood the concepts referred to in the previous section.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB4, CB5, CT6, CT8, CE27, CE25	RA1. Students will be able to recognise, understand and apply, in an integrative way, the various knowledge and techniques acquired during the degree to effectively produce a business plan with a focus on innovation and entrepreneurship processes; understand how to successfully launch their business idea; and identify the key stakeholders and potential options for financing their idea (as well as analysis and selection).
CB4, CB5, CT6, CT8, CE27, CE25	RA2. Address problems, consider cases and undertake initiatives so that students can show that they have understood the concepts referred to in the previous section.

4. CONTENTS

- Entrepreneurial Spirit and Innovation.
- Orientation and Functional Organisation of Businesses.
- Methodologies used to Select Entrepreneurship Projects
- The Business Plan, Business Canvas and Other Planning Tools.
- Processing and Launch.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Lecture/online conference.
- Case studies.
- Collaborative learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Tutorials	10
Lectures	30
Asynchronous lectures	10
Case study analysis	30
Oral presentations	10
Written reports and essays	16
Independent assignment	40
Knowledge tests	4
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
On-campus knowledge tests	40%
Oral presentations	10%
Written reports	25%
Case studies/problem scenarios	25%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

7.1. Ordinary exam period

To pass in the ordinary exam period, the weighted average grade of all activities listed in the table (or those indicated by the professor) must be 5 out of 10 or higher, and you must obtain a grade of 5 out of 10 or higher in the knowledge test.

Additionally, to be evaluated, attendance (on campus mode) must be greater than 50%. The university/faculty's policy on plagiarism will be followed, and plagiarism will not be accepted under any circumstances.

To pass the course in the ordinary examination period you must obtain a grade of 5 or more out of 10 in the final grade (weighted average) for the subject area.

7.2. Extraordinary exam period (resits)

To pass in the extraordinary exam period, you must submit the activities indicated by the professor, with a weighted average grade of 5 out of 10 or higher, and obtain a grade of 5 out of 10 or higher in the knowledge test.

8. TIMELINE

The timeline with delivery dates of assessable activities in the subject area is indicated in this section:

Assessable activities	Date
Cases and spoken presentations.	Every week
Report/Project.	Week 18
Knowledge test.	Week 19

The timeline may be subject to modifications for logistical reasons of the activities. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

We recommend that you consult the resources below:

- Ferriss, T. (2007). La semana laboral de 4 horas.
- Kiyosaki, R T. (1997). Padre Rico, Padre Pobre.
- Carnegie, D. (1936). Como ganar amigos e influir sobre las personas.
- Kaufman, J. (2011). MBA Personal.
- Covey, S R. (1989). Los 7 hábitos de la gente altamente efectiva.
- Chan Kim, W; Mauborgne, R. (2005). La estrategia del océano azul.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI in Spanish) offers support throughout your time at university to help you with your academic achievement. Other cornerstones of our educational policy are the inclusion of students with special educational needs, universal access in all our university campuses and equal opportunities.

This ODI unit offers students:

1. Support and monitoring through counselling and personalised student plans for those who need to improve their academic performance.
2. Curricular adaptations to uphold diversity, with assistance for those students who require specific educational support, leading to equal opportunities without significant changes to methodology or evaluation.
3. We offer students a range of extracurricular educational resources to reinforce skills which will enhance their personal and professional development.
4. Career guidance by giving tools and advice to any students who have doubts about their career or think that they have chosen the wrong degree.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.