

1. BASIC DETAILS

Course	Entrepreneurial Leadership
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	4º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

The compulsory Entrepreneurial Leadership subject in the Bachelor's Degree in Advertising mainly aims for students to develop leadership, creativity and innovation skills, and to apply them in an entrepreneurial context. In this course, students will learn how to identify business opportunities and to create and carry out innovative projects in order to generate value in the market.

Themes related to business management, marketing, innovation and creativity, as well as others, will be covered throughout the course. Particular emphasis will also be placed on the development of soft skills such as communication, teamwork, problem-solving and decision-making, which are all essential to success in the business and entrepreneurial world. At the end of the course, students will be capable of carrying out innovative projects and leading teams in an entrepreneurial and business context.

3. SKILLS AND LEARNING OUTCOMES

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

CB1- Students have shown their knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

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 their acronym in Spanish):

CE11 - Ability to develop the communication skills needed to present advertising campaigns

CE15 - Ability to produce creative solutions to new consumer needs

CE16 - Ability to recognise the different digital business models and propose solutions in each of the virtual markets

CE19 - Ability to develop critical thinking to analyse imbalances in global society and the evolution of new environments of social activism, political participation and strengthening of democracy and free thinking.

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

RA1: Take on a leadership style which is suitable for each situation. Demonstrate critical and reflexive thinking skills. Understand working group dynamics and the way in which these are managed effectively.

RA2: Recognise abilities and skills in others to manage their development.
Take on and carry out activities or tasks that give rise to new opportunities.
Turn ideas into actions, taking risks and overcoming obstacles. Propose new ideas or look for solutions and put them into practice. Apply skills to develop a business idea or concept.

RA3: Be aware of behavioural standards and expectations in the context of other cultures. Identify the cultural complexity of globalised organisations and institutions and analyse good practice. Assess cultural differences, accepting different ways of doing things.

Skills	Learning outcomes
CB5, CT8, CE19	RA1
CB5, CT8, CE19	RA2
CB5, CT8, CE19	RA3

4. CONTENTS

- Keys to leadership.
- Integration of identification and selection (of specialised searches) for evidence-based decision-making.
- Proactive thinking and entrepreneurial spirit.
- Complex organisations: balance between domestic and global.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Problem-based learning
- Project-based learning

6. LEARNING ACTIVITIES

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

On-campus:

Learning activity	Number of hours
Lectures	11
Asynchronous lectures	9
Debates and discussions	20

Case study analysis	20
Problem-solving	30
Oral presentations	20
Drawing up reports and written work	10
Group tutorials	10
Independent working	20
TOTAL	150

7. ASSESSMENT

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

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	20.0
Case study/problem scenario	20.0
Performance observation	10.0

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

8. BIBLIOGRAFÍA

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

Rodríguez, L. M. (2019). Liderazgo emprendedor: Una guía para crear y dirigir empresas innovadoras. Pearson Educación.

Osterwalder, A. y Pigneur, Y. (2014). Generación de modelos de negocio. Deusto.

Ries, E. (2011). El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua. Ediciones Deusto.

López-Galán, B. y Marín, I. (2017). El líder emprendedor: Claves para liderar empresas en un mundo cambiante. Editorial Pirámide.

Fernández, M. y Sánchez, J. (2017). Emprender para cambiar el mundo: Una guía para los que quieren ser sus propios jefes. Ediciones Deusto.

Martin, R. L. (2013). The Lean Entrepreneur: How to create a culture of innovation and entrepreneurship. Wiley.