

1. OVERVIEW

Subject area	Creation and Management of a Start Up
Degree	Bachelor's Degree in Data Science
School/Faculty	SCHOOL OF ARCHITECTURE AND POLYTECHNIC
Year	Year 4
ECTS	4.5 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	First

2. INTRODUCTION

"Creation and Management of a Start Up" is aimed at enabling students to apply knowledge and skills to set up an innovative enterprise.

The main objective is to encourage an entrepreneurial and innovative spirit in our students so that, when they finish their studies, they will be able to set up their own businesses, or take on an entrepreneurial role within an organisation.

To achieve these goals, students will be able to either develop their own business idea or carry out a venture to meet a challenge set by an external entity, organisation or company.

3. SKILLS AND LEARNING OUTCOMES

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

- ⇒ CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- ⇒ CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

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

- ⇒ CT01: 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.

- ⇒ CT03. Teamwork: ability to integrate and collaborate actively with other people, areas and/or organisations to reach common goals.
- ⇒ CT04. Written/spoken communication: ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.
- ⇒ CT05. Analysis and problem-solving: be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.
- ⇒ CT06. Adapting to change: be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.
- ⇒ CT07. 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.
- ⇒ CT08. Entrepreneurial spirit: ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.
- ⇒ CT09. Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

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

- ⇒ CE14. Ability to apply knowledge of the principles of organisation and management and understand the social, institutional and legal frameworks.
- ⇒ CE15. Ability to apply technological and innovative strategies as a way to grow, develop and improve a company's competitiveness.

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

After passing the course the student will be able to:

- ⇒ R1. Describe the functions and processes to running a business.
- ⇒ R2. Design a strategic business plan.
- ⇒ R3. Assess the financial situation of a company and propose alternatives aligned with the strategy.
- ⇒ R4. Analyse the implications that technological innovation can have on different administrations.
- ⇒ R5. Analyse case studies on technological innovation in companies.
- ⇒ R6. Apply the core concepts of the digital economy and its importance to businesses.
- ⇒ R7. Establish a business plan and project viability assessment for business entrepreneurship.

4. CONTENTS

Unit 1. Entrepreneurial spirit and innovation

Unit 2. Orientation and operational running of a business

Unit 3. Methods for selecting business ventures

Unit 4. The business plan, business model canvas and other planning tools

Unit 5. Procedure and launch

Unit 6. Elevator pitch, sales process, fund raising and communication skills

Unit 7. Blended business models and strategy Case study

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

On campus:

- ⇒ Master lectures
- ⇒ Case studies
- ⇒ Collaborative learning
- ⇒ Problem-based learning
- ⇒ Project-based learning
- ⇒ Learning based on laboratory work (laboratory, workshop and simulated environments)
- ⇒ Gamification
- ⇒ Field work (visits, work experience)

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	% on campus
Master lectures	25	100%
Problem solving and case studies	20	50%
Practical seminars and debates/discussions	10	50%
Field work	7.5	100%
Learning contract (definition of interests, needs and objectives)	10	50%
Autonomous learning	30	0%
Tutorials	10	100%
TOTAL	112.5	

7. ASSESSMENT

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

On campus:

Assessment system	Culmination	Weighting
On campus tests to evaluate objectives of theory/practical learning (exam-type objective tests, written compositions, spoken presentations, case studies/problem solving, debates, simulation tests)	Test-type exam	40%
On campus laboratory tests (activity reports, spoken presentations)	Activities 4,5,	25%
Off-site tests to assess theory/practical learning (case studies/problem solving)	Activities 1,2,3	25%
Attitude assessment tests (attitude assessment rules, class participation)	Class participation	5%
Self- and co-assessment (learning contract, learning outcomes)	Co-assessment	5%
TOTAL		100%

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

8. BIBLIOGRAPHY

The reference publication to accompany this subject area is:

- Aulet, B. (2015). **Disciplined Entrepreneurship: 24 steps to a successful Startup**. Wiley Publications.
- Bland, D. J. (2020). **Testing Business Ideas: A Field Guide for Rapid Experimentation**. New Jersey: Wiley Publications.
- Osterwalder, A. (2011). **Generación de modelos de negocio**. Barcelona: Deusto S.A. Ediciones.
- Osterwalder, A., & Pigneur, Y. (2020). **The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models**. New Jersey: Wiley Publications.
- Osterwalder, A., & Pigneur, I. (2020). **Value Proposition Design**. New Jersey: Wiley Publications.
- **Definition and Selection of Key Competences**, OCDE, 1997. Recuperado el 12/15/2017 de <https://www.oecd.org/pisa/35070367.pdf>.
- Ries, E. (2012). **El Método Lean Startup**. Deusto Ed.

The recommended bibliography is indicated below:

- Hill, C. W. (2021) **Negocios internacionales 13ª Edición**. Mc Graw Hill.
- Kim W., Mauborgne R. (2008). **Blue Ocean Strategy, How to create uncontested market and make the competition irrelevant**. Harvard Business School Press.