Universidad Europea

1. OVERVIEW

Course	Entrepreneurial Leadership
Degree program	Bachelor's Degree in Business Administration and Management
School	Economics, Business and Communication
Year	3rd
ECTS	6
Credit type	Mandatory
Language(s)	Spanish and English
Delivery mode	On campus and online
Semester	1st
Academic year	2025/2026
Coordinating professor	Marta E. Vidal García
Professor	

2. INTRODUCTION

This subject area seeks to provide students with clear knowledge of leadership, its different types, and how to identify their own predominant leadership type as well as those of other people in their environment or other relevant people. As such, students will be able to clearly identify the traits of entrepreneurs and the opportunities and difficulties they face. They will learn about business models based on entrepreneurship. In addition, they will gain knowledge and experience in other fundamental skills for the entrepreneurial leader, such as proactivity, diversity management, knowledge management, conflict management and negotiation, and how to manage the complexity of organisations in a global world.

The subject area will put forward models of entrepreneurial leaders and entrepreneurial business models to serve as inspiration for students. This subject area may be seen as an opportunity for certain students to realise their calling as entrepreneurs, and those who wish may leave the door open to expand on this experience in the optional subject area "Entrepreneurship Workshop" in the 4th year.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)
CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market

economy.
- Understand dynamics within working groups and their effective management.

CON2. Identify the key and relevant information, data and trends, means and material and human resources necessary for business management and the implementation of entrepreneurial initiatives in order to be able to offer solutions in the field of business decision-making.
- Recognise the skills and abilities of others in order to manage their development.
- Reflect on new ideas or seek solutions and put them into practice.
- Identify rules and expectations of behaviour in the context of other cultures.
- Identify the cultural complexity of globalised organisations and institutions, and analyse good practices.

Skills (HAB, by the acronym in Spanish)
HAB1. Solve practical cases by analyzing in a practical, critical and analytical way economic, fiscal, financial and legislative data in the field of organisations.
- Use a leadership style appropriate to each situation.
- Show critical and reflective thinking skills.

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.
- Design and carry out activities or tasks that create new opportunities.
- Turn ideas into actions, taking risks and overcoming obstacles.
- Apply skills to develop a business idea or concept.
- Value cultural differences, accepting different ways of doing things.

Competences (COMP, by the acronym in Spanish):
COMP01. Evaluate and asses the company's competitive environment, paying particular attention to the market in order to undertake new challenges.

COMP03. Value and apply ethical principles and social responsibility in the company and in business, paying particular attention to environmental management and respect for human rights, oriented towards compliance with current legislation and as a source of opportunities, to reinforce the company's image and production process.

COMP04. Communicate and negotiate in the professional field of business administration, and in the identification and implementation of processes, systems and/or certifications that guarantee the quality of service and product.

4. CONTENTS

The subject area is organised into several learning units with theoretical and practical content, which are further divided into several topics.

Unit 1. Keys of Leadership

1.1 Introduction to the concept

1.2 Fundamentals of leadership

1.3. Types of leadership

1.4 Models

Unit 2. Leadership Styles

2.1 Situational leadership

2.2 Vision for change

2.3 Risk, change and development

2.4 Leadership communication

Unit 3. Entrepreneurship and Leadership

3.1 Personal brand

3.2 Laws for entrepreneurs

3.3 Proactivity in entrepreneurship

3.4 Entrepreneurial ideas and leaders

Unit 4. The Complexity of Organisations

4.1 Diversity management

4.2 Knowledge management

4.3 Conflict management and negotiation

4.4 Overall complexity of organisations

The essential contents of this subject area, in line with the university's academic report, include:

- Keys to leadership
- Proactive thinking and entrepreneurial spirit
- Complex organisations: balance between domestic and global aspects

These essential contents are interrelated with each of the learning units in this subject area.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

On campus mode:

- Service-learning.
- Case studies
- Problem-based learning.
- Project-based learning.

Online mode:

- Service-learning.
- Case studies
- 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 mode:

Learning activity	Number of hours
Search for resources and choosing information sources	30h
Debates and discussions	15h
Individual applied activities: problems, case studies, projects	30h
Report writing, strategy development, knowledge tests and formative assessment	15h
Tutorials	6h
Independent working	54h
TOTAL	**150h**

Online mode:

Learning activity	Number of hours
Search for resources and choosing information sources	30h
Debates and discussions	15h
Individual applied activities: problems, case studies, projects	30h
Report writing, strategy development, knowledge tests and formative assessment	15h
Online tutorials	6h
Independent working	54h
TOTAL	**150h**

7. ASSESSMENT

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

Assessment system	Weighting
Participation in debates and forums	10%
Case studies, problem-solving	35%
Projects	30%

Knowledge test	25%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of
10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

7.2. Extraordinary exam period

To pass the subject area in the extraordinary exam period, you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 5.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessed activities	Deadline
Participation in debates, forums and presentations.	Every 2 weeks
Writing reports.	Every 2 weeks
Case studies, problem-solving.	Weeks 8-9-14-15
Midterm exam (according to the professor's criteria):	Week 11
Final exam (according to the professor's criteria):	Week 19

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

Bibliography on leadership:

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- Carlin, J. (2008). La sonrisa de Mandela. Barcelona: Debate.
- Cialdini, R. (2007). Influence: The Psychology of Persuasion. New York: Harpercollins.
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- Zenger, J., Folkman, J., y Edinger, S. K. (2009). Liderazgo inspirador. Barcelona: Profit.

Bibliography on entrepreneurship:

- Alcaide, F. (2020). Aprendiendo de los mejores. Barcelona: Alienta.
- Blank, S. (2016). El manual del emprendedor: la guía paso a paso para crear una gran empresa. Barcelona: Ediciones Gestión 2000.
- Covey, S. (2015). Los 7 hábitos de la gente altamente efectiva. Barcelona: Planeta.
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10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.

3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

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 survey area of your virtual campus or by email.

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

Many thanks for taking part.