



## COURSE DATA

### DATA SUBJECT

**Code:** 35822

**Name:** Company establishment and entrepreneurship

**Cycle:** Undergraduate Studies

**ECTS Credits:** 6

**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	Second quarter
1313 - Degree in Business Management and Administration	Facultat d'Economia	3	Second quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	4	Second quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	3	Second quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	4	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: business creation and management	ELECTIVES
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: business creation and management	ELECTIVES
1330 - Degree in Business Management and Administration (Ontinyent)	Strategy and Corporate development	ELECTIVES
1330 - Degree in Business Management and Administration (Ontinyent)	Strategy and Corporate development	ELECTIVES
1926 - Double Degree Program Tourism and BMA	Asignaturas de cuarto curso	COMPULSORY

### COORDINATION

CAMPOS CLIMENT VANESSA

## SUMMARY

Entrepreneurs are called to play a key role in terms of economic and social progress, especially in global and competitive environments.



As founders, entrepreneurs are responsible for a remarkable percentage in the generation of jobs and wealth in a given territory.

This course aims to boost the entrepreneurial spirit across the students and to qualify them to launch and manage entrepreneurial ventures, with greater chances to succeed. It also covers an introduction to social entrepreneurship.

The learning approach is basically practical and the students will be invited to get engaged in a broad variety of entirely applied exercises and assignments.

The student is expected to gather competencies in the fields of management and entrepreneurship. With this conception, the course purpose is to qualify the student to be able to turn ideas into real projects, by paying attention to key issues including the opportunity recognition, the gathering and management of resources, in order to attain sustainable competitive advantage.

The course is expected to provide the student with a critical vision about the challenges surrounding the launching of new ventures as well as the most suited procedures to write a Business Plan and to assess the feasibility of entrepreneurial projects.

Over the course, the student will familiarize with a variety of useful tools and techniques to launch entrepreneurial ventures, including: creativity and generation of new business ideas, new ideas feasibility analysis, business plan tools and Lean start-up methodologies among others.

The main chapter of the program is devoted to introduce the whole entrepreneurial process, from the idea conception to the new venture launching, paying special attention to traditional and newer approaches to build Business Plans and proposals, including the last methods.

Other decisive issues for the proper take off are also covered, such as the funding sources and the performance analysis.

## PREVIOUS KNOWLEDGE

## RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

## OTHER REQUIREMENTS

It is advised to have passed a course in Strategic Management

## COMPETENCES / LEARNING OUTCOMES

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Be able to adapt to new situations.



Be able to analyse and search for information from different sources.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to coordinate activities.

Be able to define, solve and present complex problems systemically.

Be able to learn autonomously.

Be able to make decisions.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to use English in a professional environment.

Be able to use ICTs in the field of study.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.

Have critical and self-critical capacity.

Have initiative and entrepreneurial spirit.

Have interpersonal skills.

Have organisation and planning skills.

Know how to set objectives and strategies at the different levels of the organisation, and how to assess the implications and needs for achieving them.

Know the characteristics of entrepreneurs and know how to elaborate effective business plans and set the conditions required to put them into practice.

Know the general characteristics and fundamentals of business management and organisation, and be able to use the instruments and tools available to analyse and design business policies and strategies, taking account of the international business environment and knowing how to assess the effects of these strategies on business activity and outcomes and on the socio-economic environment in the short and long term.

Manage time effectively.

Show commitment to ethics and social responsibility.

Show creativity.



Show leadership and skills for mobilising the capacities of others.

Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.

## DESCRIPTION OF CONTENTS

### 1. Lesson 1: ENTREPRENEURIAL CULTURE AND SUSTAINABILITY

- 1.1 Entrepreneurship and Corporate Sustainability
- 1.2 Entrepreneurs basic competencies and skills
- 1.3 Creativity and new ideas feasibility
- 1.4 Social entrepreneurship

### 2. Lesson 2: BUSINESS PLAN

- 2.1 Executive summary
- 2.2 Value Proposal
- 2.3 Competitors
- 2.4 Strategy
- 2.5 Market Segmentation
- 2.6 Financial plan
- 2.7 Other aspects: legal, human resources

### 3. Lesson 3: BUSINESS MODEL DEFINITION AND VALIDATION

- 3.1. Triple-layered business model canvas
- 3.2. Customer Development Model
- 3.3. Lean start-up Model
- 3.4. Stage-Gate Model

### 4. Lesson 4: FUNDING NEW VENTURES

- 4.1 Traditional funding tools
- 4.2 Funding tools in times of crisis
- 4.3 Venture Capital and Business Angels
- 4.4 Ethical and social funding tools

- 5.1 Innovation Management: Smart firms and Start-ups



## 5. Lesson 5: INNOVATION

- 5.1 Innovation Management: Smart firms and Start-ups
- 5.2 The Innovation-Ambition matrix
- 5.3 Social Innovation

## 6. Lesson 6: NEW VENTURES' PERFORMANCE

- 6.1 Entrepreneurial success factors
- 6.2 Main reasons for failure
- 6.3 Social and hybrid enterprises: Shared value creation

## 7. Lesson 7: SUPPORT TO ENTREPRENEURSHIP

- 7.1 Support institutions
- 7.2 Incubators and accelerators

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Classroom practices	45,00
<b>Total hours</b>	<b>60,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	30,00
Independent study and work	25,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	15,00
<b>Total hours</b>	<b>90,00</b>

### TEACHING METHODOLOGY

The teaching methodology will be mainly practical and applied, in accordance with the greater weight by the practical part of the course (4,5 credits against 1,5 credits in the theoretical part).

In the theoretical sessions the exposition techniques will prevail. However, the students are encouraged to participate by asking questions and giving their own opinions.



A broad variety of tools will be applied in the practical sessions including role-playing, practical exercises, oral and written assignments, debates, multimedia presentations...

The student will be encouraged to search and screen information, materials and documents from databases, specially from those available at the University of Valencia.

Through the course the students will have to prepare and submit exercises and assignments. The students will be requested to present orally some of their works, either individually or in team.

## EVALUATION

- **40%** of the final grade will come from the **continuous assessment** of the activities developed over the course. This part of the final grade will be **not recoverable. Attendance to the practical sessions is compulsory.**
- **60%** of the final grade will come from **written and / or oral exams. To pass the subject, students must get a minimum score of 5 points (out of 10) in the final exam to be held on the official dates determined by the Faculty of Economics.**

Following article 28 of the University of Valencia Language Usage Regulations (ACGUV 167/2014, of September 30, modified by ACGUV 146/2023), **exam statements and exercises will be delivered in the language in which the subject has been officially offered.**

The use of Artificial Intelligence, and any other similar tools, will be allowed to be applied, both to classroom and autonomous work, as long as the student incorporates to these tasks a **statement of responsible use**, indicating, in each case, the source and the parts of the work affected.

## REFERENCES

- . Sanchis, J.R.; Campos, V.; Ejarque, A. (2020). *Emprendimiento Sostenible*. Ed. Pirámide, Madrid.
- . Barringer, B. & Ireland, R. (2017), *Entrepreneurship. Successfully launching new ventures*, 5th Edition, Pearson, NY.
- . Mariotti, S. & Glackin, C. (2016): *Entrepreneurship. Starting and Operating a Small Business*, 4th Edition, Pearson, NY.
- . Aulet, B. (2013), *Disciplined Entrepreneur*, Wiley, NY.
- . Blank, S. (2013), *The four steps to the Epiphany*, 2nd edition .
- Campos-i-Climent, V. y Sanchis Palacio, J.R. (2015), *Caixa Popular un model de banca cooperativa social i diferent*, Ed. Víncl, València.
- Hisrich, R., Peters, M. & Shepherd, D. (2019). *Entrepreneurship*, 11th Edition, Mc Graw Hill, NY.
- Osterwalder, A., Pygneur, I. (2009), *Business Model generation*, self- published .
- Ries, E. (2011) *The Lean start-up*, Crown



Publishers . Sanchis et al (2019). El Modelo de la Economía del Bien Común: Aplicación a la . Empresa / Organización y Casos Prácticos. Delta Publicaciones, Madrid. . Sanchis Palacio, J. R. (2016). ¿Es posible un mundo sin bancos? La revolución de las finanzas éticas y solidarias. Ed. El viejo topo, Barcelona.

- El profesorado puede recomendar referencias bibliográficas adicionales a lo largo del curso.