

**COURSE DATA****DATA SUBJECT****Code:** 36387**Name:** Entrepreneurship and business plan**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
1212 - Degree in Gastronomic Sciences	Facultat de Farmàcia i Ciències de l'alimentació	3	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	Emprendimiento y plan de negocio	COMPULSORY

**COORDINATION**

COMECHÉ MARTINEZ JOSE MANUEL

**SUMMARY**

In increasingly globalized and competitive environments, the figure of the entrepreneur acquires a leading role in the economic and social context of a community. In fact, entrepreneurs are people who, with initiative and innovative capacity, develop activities that carry an unknown risk. In the specific field of business activity, an entrepreneur is the person who, through innovation, the assumption of risks and the detection and exploitation of opportunities, creates a business and makes it more dynamic. Well, with the subject "Entrepreneurship and Business Plan" is intended to instill the entrepreneurial spirit and empower it to cope with greater possibilities of success at the birth and management of new companies. Yet under the perspective of Sustainable Development and 2030 Agenda Goals.

The didactic approach of the subject is eminently practical and the students will be stimulated to get involved in a wide range of exercises and works of a fully applied nature grouped in a great project: the creation of a company.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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



## OTHER REQUIREMENTS

None

## COMPETENCES / LEARNING OUTCOMES

### 1212 - Degree in Gastronomic Sciences

Be able to distribute time appropriately for carrying out individual or group tasks.

Dirigir y gestionar los distintos tipos de entidades en el ámbito de la restauración.

Elaborar y manejar los escritos, informes y procedimientos de actuación más idóneos para los problemas suscitados y utilizando un lenguaje no sexista.

Have knowledge and understanding in the field of gastronomic sciences.

Plan, order and channel activities in such a way that unforeseen events are avoided as much as possible, possible problems are foreseen and minimised, and solutions are anticipated.

Ser capaz de construir un texto escrito comprensible y organizado.

Ser capaz de realizar las aproximaciones requeridas con el objeto de reducir un problema hasta un nivel manejable.

Ser capaz de trabajar en equipo y de organizar y planificar actividades, teniendo en cuenta, siempre, una perspectiva de género.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

## DESCRIPTION OF CONTENTS

### 1. INTRODUCTION TO ENTREPRENEURSHIP IN THE GASTRONOMY SECTOR

1.1. The entrepreneur: Motivations, competencies, and skills.

1.2. Tools for formulating the idea, project, or business.

2.1. Executive summary.

2.2. Strategic diagnosis.



## 2. THE BUSINESS PLAN: DESIGN AND IMPLEMENTATION

- 2.1. Executive summary.
- 2.3. Strategic approach.
- 2.4. Strategy and execution.

## 3. SUPPORT FOR ENTREPRENEURSHIP

- 3.1. Institutions and measures to support entrepreneurship.
- 3.2. Financing options for entrepreneurship.

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	60,00
<b>Total hours</b>	<b>60,00</b>

#### NON PRESENCIAL ACTIVITIES

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

### TEACHING METHODOLOGY

**Classes of theoretical-practical face-to-face.** – The habitual development of the classes will be:

i. Initially, the classes will be used for the presentation by the faculty of the most important concepts and contents of each topic in order that the student acquires the knowledge related to the subject, enhancing the participation.

ii. After the first sessions, we will proceed to implement in a specific and practical way the knowledge that the students have acquired in theory classes; for this purpose, the realization of a Business Plan for a Business Project designed by a group of students (no more than 4) will be considered. Adaptation to the SDGs of the 2030 agenda will be strengthened.



### **Classroom practical classes: face-to-face seminars.-**

If there is a possibility, the seminars will be used to attend talks by entrepreneurs from the sector (related to gastronomy) in which the student will be offered a practical and real vision of the problem of the deal; if this is not possible, they will serve to enhance group work and improve oral presentation, through theoretical or practical work that complements the training that is acquired in the classes, and also to perform another series of complementary activities of types varied (case studies, management of scientific literature, discussion of current issues).

### **Study-Preparation of Classes and Exams.-**

Hours of autonomous work destined to the reading and preparation of the classes, preparation of exams and of the work to expose in seminars.

## **EVALUATION**

### **First call**

- **Written Tests:** 70% of the final grade. Various tests will be conducted throughout the semester, including theoretical and/or practical questions. These tests will account for 40% of the final grade. Additionally, a final test covering the entire course content will be held on the official date set by the Faculty of Pharmacy and Food Sciences. This test will account for 30% of the final grade.
- **Continuous assessment:** 30% of the final grade. Students will form groups and work together throughout the semester. Each group will propose and analyze the feasibility of a business idea and develop a business plan. The grading of the different parts of this task will also be part of the continuous assessment.

The student's final grade will be the weighted sum of the grades obtained in the test and the continuous assessment, provided that each part is passed (5 out of 10 points in each part). The grades cannot be averaged. If both parts are not passed, the maximum grade on the transcript will be 4.5.

### **Second call**

In the second call, the student will only need to retake the part not passed in the first call. Each part will carry the same weight in the final grade as in the first call. If each part is not passed (5 out of 10 points in each part), the maximum grade on the transcript will be 4.5.

## **REFERENCES**

- Castro Albacéns, I. (2016). De la start-up a la empresa. Ed. Pirámide. Madrid.



- March, I. (2010). Innovadores o vencidos: tiempo de emprender en la nueva economía. Universitat de València. Valencia.
- Ribeiro, D. et al. (2014). Creación de empresas y emprendimiento: de estudiante a empresario. Pearson Educación. Madrid.
- Dirección General de Política de la Pequeña y Mediana Empresa (2007). Creación y puesta en marcha de una empresa. Ministerio de Industria, Turismo y Comercio. Madrid.
- Gerber, M.E. (1997). El mito del emprendedor. Por qué no funcionan las pequeñas empresas y qué hacer para que funcionen. Paidós Empresa. Barcelona.
- González, F. J. (2005). Creación de Empresas. Guía para el desarrollo de iniciativas empresariales. Ed. Pirámide. Madrid.
- Jimenez, J.A. (coord.) (2012). Creación de Empresas. Tipología de empresas y viabilidad estratégica. Ed. Pirámide. Madrid.
- Medina, A. (2012). Hoja de ruta para emprendedores. Crear una empresa en tiempos difíciles. Ed. Pirámide. Madrid.
- Enlaces complementarios. - [www.emprendedores.es](http://www.emprendedores.es) - [www.uv.es/catDACSA](http://www.uv.es/catDACSA) - [www.emprenemjunts.es](http://www.emprenemjunts.es) - [www.ceei.net](http://www.ceei.net) - <https://www.scu.edu/mobi/espanol/2-el-plan-de-negocios/>