



COURSE DATA

DATA SUBJECT

Code: 36394

Name: Gastronomic company establishment

Cycle: Undergraduate Studies

ECTS Credits: 6

Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1212 - Degree in Gastronomic Sciences	Facultat de Farmàcia i Ciències de L'alimentació	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1212 - Degree in Gastronomic Sciences	Creación de empresas gastronómicas	ELECTIVES

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, carry out activities that carry an unknown risk. In the specific field of business activity, an entrepreneur is the person who, through innovation, risk taking and the detection and exploitation of opportunities, creates a company and energizes it. Well, with the subject "Creation of Gastronomic Companies" it is intended to support the student and train him to face the greatest possible success in the process of creating and managing new companies, this time dealing with the scope and peculiarities of gastronomic companies.

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 totally 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

Not required. Although it is considered convenient to have completed the optional "Entrepreneurship and Business Plan".

COMPETENCES / LEARNING OUTCOMES

1212 - Degree in Gastronomic Sciences

Adquirir la formación básica para formular hipótesis, recoger e interpretar la información para la resolución de problemas siguiendo el método científico y comprendiendo la importancia y las limitaciones del pensamiento científico.

Be able to engage in new fields of gastronomy in general through independent study.

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

DESCRIPTION OF CONTENTS

1. Entrepreneur

- 1.1. Profile and basic skills
- 1.2. Features and Capabilities
- 1.3. Triangle P - S - E: why do we undertake?

2. Key elements of the business project

- 2.1. Structure: cohesion and coherence
- 2.2. Facing reality: financing and start-up
- 2.3. Marketing for the entrepreneur: a tool for combat.
- 2.4. Daily management, the human team: trust and responsibility.

WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	15,00
Classroom practices	45,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

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

TEACHING METHODOLOGY

Theoretical-practical classes in person. - The usual development of the classes will be as follows:

i. Initially, the classes will serve for the presentation by the teachers of the most important concepts and content of the subject in order for the student to acquire the knowledge related to the subject, promoting participation. Critical thinking and problem solving will be enhanced.

ii. In the course and simultaneously with the first sessions, it will proceed to implement in a specific and practical way the knowledge that the students have acquired in the theory classes; For this, it is intended to generate the dynamic process of creating a company, influencing aspects more oriented to the problems of daily management and administration. Project devised by a group of students (in number not greater than 4).

EVALUATION



The assessment of learning will be carried out in TWO WAYS: by taking an exam on the official established date and in addition, by the continuous assessment system. The exam will represent 70% of the final grade and the continuous evaluation the remaining 30%. To pass the course, you must obtain at least 5 points out of 10 in the exam on first call and also pass the continuous assessment; This part (EC) will not be recoverable on second call. The maximum grade therefore, on second call may not exceed 7 points.

The continuous evaluation is made up of (the details will be explained in the first opening session):

- Group implementation of a company creation project.

All the works (executive summary) delivered, must have a cover page where the basic data of the work is collected and will be evaluated according to three criteria:

- Quality and coherence of the project.
- Analysis and development of the Project.
- Presentation.

The work should not have an extension of less than 10 pages or more than 20 pages.

REFERENCES

- Castro Albacéns, I. (2016). De la start-up a la empresa. Ed. Pirámide. Madrid.
- Jiménez, J.A. (coord.) (2012). Creación de Empresas. Tipología de empresas y viabilidad estratégica. Ed. Pirámide. Madrid.
- Gómez Gras, J.M. et al. (2012). Manual de casos sobre creación de empresas en España. McGraw Hill. Madrid.
- March, I. (2010). Innovadores o vencidos: tiempo de emprender en la nueva economía.



Universitat de València. Valencia.

- Medina, A. (2012). Hoja de ruta para emprendedores. Crear una empresa en tiempos difíciles. Ed. Pirámide. Madrid.