



COURSE DATA

DATA SUBJECT

Code: 42814

Name: Creation of innovative companies

Cycle: Master's Degree

ECTS Credits: 6

Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2132 - Master's Degree in Creating and Managing Innovative Companies	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2132 - Master's Degree in Creating and Managing Innovative Companies	Creation and management of innovation	COMPULSORY

COORDINATION

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SUMMARY

In increasingly globalised environments, new innovative companies play a leading role in the economic and social progress of a community. In fact, these companies are responsible for a very high percentage of the generation of employment and wealth in a community. But the creation of these companies is not an easy or smooth process. Entrepreneurs have to complement their normally technical skills with entrepreneurial know-how. This is why these companies are subject to high mortality rates. In this sense, the course aims to train students in useful tools to transform their innovative ideas into business opportunities that create value and put them into practice, helping to reduce the chances of failure of new companies.

The essential objective of the learning process in business creation must be the development of entrepreneurial skills that complement the students' initial skills. Under this conception, the module goes beyond the simple elaboration of a business plan, which becomes a tool of the process. It seeks to enable students to transform innovative ideas into concrete projects, making them capable of identifying the opportunities and resources needed to exploit them, knowing how to organize and manage them in a competitive environment achieving sustainable advantages.

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

COMPETENCES / LEARNING OUTCOMES

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Adquirir las habilidades directivas y de gestión suficientes para liderar y dirigir equipos humanos profesionales con un alto nivel de cualificación en promedio

Identificar elementos distintivos, diferenciadores e innovadores en un proyecto empresarial

DESCRIPTION OF CONTENTS

1. Generating ideas for business start-ups

- 1.1. Business idea vs economic opportunity
- 1.2. Generating initiatives: creativity workshop and initiatives validation

2. From the idea to the business opportunity: Strategic viability

- 2.1. Market segmentation
- 2.2.- CANVAS business model
- 2.3. Competitive strategy of the new firm

3. Executive Summary

- 3.1- Usefulness Executive summary

4. Marketing Plan for innovative firms

5. Financial plan and funding sources



6. Legal and juridical aspects in the creation of companies

- 6.1. Legal analysis for the creation of a new company
- 6.2. Legal aspects of start-ups
- 6.3. Other legal aspects of interest

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Total hours	45,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	50,00
Independent study and work	5,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	55,00

TEACHING METHODOLOGY

The general objective of this module is to foster the entrepreneurial spirit of students in the Master's Degree in Creation and Management of Innovative Companies. That is, to make students aware of the benefits of creating innovative companies. In this sense, the aim is to encourage the development of creativity among Master's students so that they can identify new business ideas with an innovative component. In addition, this module also aims to train Master's students in the management of the techniques and strategic tools they need to turn their idea into a viable business opportunity. To this end, students will be trained in the social, strategic, commercial, human and legal aspects of business creation. Therefore, the following specific objectives have been established:

To understand the distinctive features of innovative companies
 Understand the importance of personal characteristics for the creation of successful innovative companies.
 To know the main steps to follow from the moment the motivation to create a company arises until its formal constitution.
 Understand and learn how to develop a business plan
 Present and communicate a business project in an orderly and convincing manner
 Manage the strategic tools that can help you reduce the risk associated with all phases of the business creation process.
 At the end of the training session, students will be able to apply different techniques aimed at identifying and using mental and cooperative resources to identify opportunities for change, innovation in management and creative problem solving in business environments.

EVALUATION



This module is evaluated through the completion of the work proposed by the different professors of the module:

- Attendance, and active participation in class: 10% of the final grade.
- Financial Ratios Work: 20% of the final grade.
- Work on Business Idea embodied in CANVAS model: 20% of the final grade.
- Work on Buyer Persona or similar: 15% of the final grade.
- Executive Summary of the Business Idea: 15% of the final grade
- Oral presentation of the Executive Summary: 20% of the final grade.

Repeated failure to attend classes will be penalised by NOT passing the module, regardless of the submission of the works in the Virtual Classroom. The master's degree is face-to-face and, therefore, requires the student's ATTENDANCE to take it.

REFERENCES

- ANCES (2008), Guia de empresas innovadoras de base tecnológica, Asociación ANCES
- IMPIVA (2008), Guia de recursos para la creación de empresas, Impiva, Valencia
- Trenado, M., Huergo, E. (2007), Nuevas empresas de base tecnológica, una revisión de la literatura reciente, CDTI y Universidad Complutense, Madrid
- www.emprenemjunts.com
- www.ceei.net
- The Startup Owner's Manual (2020): The Step-By-Step Guide for Building a Great Company. Willey
- Blankl, S.; Dorf, B. (2016). El manual del emprendedor Ed. Booket
- Osterwalder, A.; Pigneur, Y. (2011). Generación de modelos de negocio. Deusto



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