

**COURSE DATA****DATA SUBJECT**

Code: 42814
Name: Creation of innovative companies
Cycle: Master's Degree
ECTS Credits: 6
Academic year: 2026-27

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

BENAVIDES ESPINOSA MARIA DEL MAR

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

2132 - Master's Degree in Creating and Managing Innovative Companies

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

TOPIC 1. ENTREPRENEURIAL COMPETENCIES: IDEATION AND OPPORTUNITY ANALYSIS WITH GENERATIVE ARTIFICIAL INTELLIGENCE (IAGen)

1.1. Business ideas vs. economic opportunities in environments augmented by IAGen

- Business ideas vs. economic opportunities.
- How IAG allows you to analyze market trends, niches, and signals.
- Risks of making decisions with the help of IAGen without empirical validation.

1.2. Strategic ideation mediated with IAGen

- Human-machine co-creativity as an entrepreneurial competence.
- Prompts as a tool to guide co-creativity and prototyping.
- Agents as a tool for initial validation.

TOPIC 2. BUILDING AND VALIDATION OF THE CANVAS BUSINESS MODEL WITH IAGEN

- Environmental assessment supported by IAGen
- Competitor analysis assisted by generative models
- Ideation and algorithmic validation of the CANVAS.

**TOPIC 3. COMPETITIVE AND GROWTH STRATEGIES WITH THE HELP OF IAGen**

- 3.1. Comparative evaluation of different competitive strategies based on the value proposition.
- 3.2. Analysis of strategic risks in growth processes.
- 3.3. Strategic adaptation in global environments.

TOPIC 4. ORGANIZATIONAL DESIGN AND HUMAN TEAM

- 4.1. Organizational design
- 4.2. Human resources

TOPIC 5. LEGAL AND JURISDICTIONAL ASPECTS IN THE CREATION OF COMPANIES

- 5.1. Legal analysis for the creation of a new company
- 5.2. Legal aspects of companies with an innovative profile
- 5.3 . Other legal aspects of interest

TOPIC 6. OTHER ASPECTS OF ENTREPRENEURSHIP**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



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

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.

Teaching and exams will be conducted in Spanish.

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
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- 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