

Module: Enterprise and Innovation Management

▶ Department: Business	run by ESCOEX International Business School,
▶ Status: Common	Business & Finance, Business & Marketing
▶ Credits: 10	
▶ Level 4 – Year 2	
▶ Pre-Requisites: Organisational Behaviour	Luis Hernandez Martí

Overall Aims and Purpose

This course aims to study in the process of creating companies from a human perspective, realistic and rigorous approach. It is intended to provide a professional, modern and exciting vision of the art of creating companies.

Learning Outcomes

Upon successful completion of this module, the student will be able to:

1. Describe and discuss the life cycle of a company in all its phases.
2. Know the development of a good business plan; the forecast of its success and criteria to value to its potential.
3. Demonstrate the independence of the company so that the entrepreneur can concentrate on formulating a strategy of growth.
4. Know the skills and competences of a good entrepreneur.

Indicative Content

1. Introduction to entrepreneurship:

Entrepreneurship
Entrepreneurship and Self-Employment Intraemprededuría.

2. The entrepreneur:

Types entrepreneur.
Skills, qualities and attributes of the entrepreneur.
Causes of failure and entrepreneurial success factors.
The entrepreneurial company.
The entrepreneurial manager.

3. Creation of a new company:

New business models.
How to start a business.
The process of creating a new company.

4. Idea:

The importance of the idea.
New business opportunities.
Feasibility plan of the idea:
Presentation of ideas.
Evaluation and selection of alternatives.
Description of the business idea.
SWOT analysis.

Elevator Pitch

5. Business Plan:

Methodology of developing a business plan.
Research techniques and sources of information.
Content of a Business Plan:

<p>Environment. Market and commercial viability. Marketing plan. Plan management and operations. Financial plan. Strategic assessment of entrepreneurship and conclusions.</p> <p>6. Implementation of the new company: Introduction and launch phase. Consolidation phase. Growth phase.</p> <p>7. Mechanisms and tools to support entrepreneurship: Financial plan. Investment needs. Sources of Financing. Resources for SMEs and freelancers: Agencies and institutions involved in business creation. Types of aid.</p> <p>8. Analysis of entrepreneurship: Methodology</p>
Assessment Methods
<p>Final exam with a total value of 60% of the final grade. 1 group assignment (maximum 4 students) worth 40%. Written assignment 20%, oral presentation 15% peer assessment 5%.</p>
Teaching and Learning Strategy
<p>A combination of theoretical and practical elements will be used to teach this subject. Throughout the year students will carry out exercises and case studies as well as analyse specific cases of undertaking new companies. The practical part of this module is given by providing the students with in-class talks of real entrepreneurs talking about their own experiences when creating a company.</p> <p>100 notional learning hours comprising 56 hours classroom-based and 44 hours tutor-directed student learning.</p>
Key Skills Taught
<p>D1: Communication and presentation skills including audio, oral and written, using a range of methods D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection</p>
Indicative Reading
<p>Essential Reading:</p> <ul style="list-style-type: none"> • Gonzalez Dominguez, Francisco J., Creating companies. Entrepreneur guide. Piramide. 2006 • Nueno, Pedro: Emprendiendo hacia el 2020. Deusto. 2009

Recommended Reading

- Bello, Fernando. La aventura de arriesgar. Pirámide. Madrid.2001.
- Martín Frías, Francisco: El primer café de la mañana. 2ª Edición. Gestión 2000. Madrid 2007.
- Trías de Bes, Fernando: El libro negro del emprendedor. Empresa activa. Barcelona 2007
- Borello, Antonio, (2000). *El plan de negocios: de herramienta de evaluación de una inversión a elaboración de un plan estratégico y operativo*. Santafé de Bogotá, Ed. McGraw-Hill.
- Arnal Losilla, José Carlos, (2003). *Creación de empresas: los mejores textos*. Barcelona, Ed. Ariel.
- Gil Estallo, M^a. A. y Giner de la Fuente, F., (2003). *Cómo crear y hacer funcionar una empresa: conceptos e instrumentos*. Madrid. ESIC.
- Ludevid, Manuel y Ollé, Montserrat. (1989). *Cómo crear su propia empresa: factores clave de gestión*. Barcelona, Ed. Marcorbo.
- Hisrich, Robert D., Peters, Michael P. y Shepherd, Dean A., (2005). *Entrepreneurship=Emprendedores*. 6ª edición, Madrid, Ed. McGraw-Hill Interamericana de España.
- Fernández Aguado, Javier, López Domínguez, Ignacio y Rodríguez Fernel, Antonio (2000). *Manual para la creación de empresas: cómo emprender y consolidar un proyecto empresarial*. Madrid, Ed. Edisofer.
- Sáenz-Marrero Fernández, Fernando, 2011. *Las 3R de su negocio: Re-pensar, Re-diseñar, Re-emprender*. La Coruña, Netbiblo.
- Hilde, Tim, (2000). *Guide to Management Ideas*. Gran Bretaña, The Economist Books.

Web pages:

- . Empresas, Pymes, Autónomos, Empresarios: www.emprendedores.es
- . Punto de encuentro de emprendedores de habla hispana: www.emprendedor.com
- . Premio Emprendedor XXI: www.emprendedorxxi.es
- . Más emprendedor: www.masemprendedor.com
- . Servicio de Creación de Empresas de la Cámara de Las Palmas y la Cámara de Santa Cruz de Tenerife www.creacionempresas.com
- . Portal de emprendeduría de la Universidad de Las Palmas de Gran Canaria: www.emprende.ulpgc.es
- . Portal de emprendeduría de la Universidad de La Laguna: www.emprendeull.ning.com
- . Global Entrepreneurship Monitor España (GEM): www.ie.edu/gem
- . Instituto de Iniciativa Emprendedora de ESADE: www.esade.edu/research/esp/entrepreneurship
- . Sociedad de Promoción Económica de Gran Canaria: www.spegc.org
- . Agencia Canaria de Investigación, Innovación y Sociedad de la Información: www.aciisi.itccanarias.com
- . Sociedad Canaria de Fomento Económico, S.A. (PROEXCA): www.proexca.es
- . Sociedad para el Desarrollo Económico de Canarias (SODECAN): www.sodecan.es
- . Gobierno de Canarias: www.gobiernodecanarias.org
- . Ministerio de Industria, Turismo y Comercio: www.mityc.es
- . Instituto Español de Comercio Exterior: www.icex.es
- . Plan Iniciación Promoción Exterior: www.portalpipe.com
- . Seguridad Social: www.seg-social.es
- . Centro Europeo de Empresas e Innovación del Principado de Asturias: www.ccei.es
- . Centro Europeo de Empresas e Innovación de Galicia: www.bicgalicia.org
- . Antonio Flores, Innovando en modelos de negocio: www.antoniflores.com
- . Servicios profesionales de innovación: www.infonomia.com
- . www.slideshare.net

Journals: Emprendedores, Estrategias. Somos Emprendedores. Cinco Días, franquicias y negocios, Dinero, The Economist, Harvard Business Review.