In order to favour the creation of companies with a technological profile, it is necessary to promote an entrepreneurial culture in addition to encouraging innovation, encouraging a greater rapprochement between the University, the Company and the Public Administration that favours the competitiveness of the business environment and economic development. The university environment supports and encourages students to consider the creation of companies as an option for professional development, thus broadening the perception of possible job opportunities, accompanied by entrepreneurial skills such as creative capacity, leadership, motivation, communication, negotiation and decision-making, ... In this context it is also important to identify the steps to follow, as well as the main difficulties when undertaking, based primarily on funding.

5. Course Outline

In order to favour the creation of companies with a technological profile, it is necessary to promote an entrepreneurial culture in addition to encouraging innovation, encouraging a greater rapprochement between the University, the Company and the Public Administration that favours the competitiveness of the business environment and economic development. The university environment supports and encourages students to consider the creation of companies as an option for professional development, thus broadening the perception of possible job opportunities, accompanied by entrepreneurial skills such as creative capacity, leadership, motivation, communication, negotiation and decision-making, ... In this context it is also important to identify the steps to follow, as well as the main difficulties when undertaking, based primarily on funding.

6. Recommended Prior Knowledge

7. Student Outcomes

Specific Student Outcomes
CA03(G) To design, create, develop and undertake novel and innovative projects in its field of knowledge.

UPV-Generic Student Outcomes
(02) Application and practical thinking
(04) Innovation, creativity and entrepreneurship
(09) Critical thinking
(10) Awareness of contemporary problems issues
(11) Life-long learning

8. Syllabus

1. LEARNING TO UNDERTAKE
   1. What is entrepreneurship? Who's an entrepreneur? What are your motivations? What skills does he have to have? The profile of the university entrepreneur.

2. CREATION OF COMPANIES THROUGH INNOVATION
   1. Routes of access to business activity. Innovation as the basis for the creation of new companies. What is a Startup?

3. DEVELOPMENT OF IDEAS AND BUSINESS MODELS
   1. Dynamics of generation of ideas and identification of business opportunities. Feasibility analysis of the idea. Types and design of business models.

4. BUSINESS PLAN AND ECONOMIC MODEL OF A STARTUP

5. FINANCE FOR ENTREPRENEURS
   1. Sources of funding available for startups. Seed capital. Risk capital (Business Angels / Venture Capital / Private Equity). Crowdfunding

6. LEGAL FORMS AND COMPANY FORMATION FORMALITIES

7. ENTREPRENEURIAL ECOSYSTEMS
   1. Elements to support the undertaking (incubators, accelerators and coworking spaces). Promotion policies. Education and entrepreneurial culture. The role of the University
10. Assessment

Part of the acts of evaluation of the subject will be developed as one advances in the contents of the same one through different tests (6) distributed between the different didactic units, together with an initial academic work based on the study of different reports on entrepreneurship and another one where the analysis of the viability of a business idea is approached. An optional paper will be proposed on the development of a case study of an example of entrepreneurship. The set of tests will have a weight in the evaluation of 30% and the academic papers of 50%. The evaluation will be completed by participation in the four forums on content that will be opened throughout the teaching of the subject with a weight of 20%, where doubts and/or comments relating to the concepts or cases developed should be presented.

8. Syllabus

8. EXPERIENCES AND SUCCESS STORIES

9. Teaching and Learning Methodologies

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TOTAL HOURS: 10.00 - 10.00 - 48.00 - 58.00


10. Assessment

Outline

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