

## *Syllabus of the course “Entrepreneurship and Innovation”*

### I. GENERAL INFORMATION

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- ✓ **Course name:** Entrepreneurship and Innovation
- ✓ **Course code:** 103771
- ✓ **Program:** Bachelor’s Degree in Hotel Management
- ✓ **Academic year:** 2016-17
- ✓ **Type of course:** Elective
- ✓ **Credits ECTS (hours):** 3 (75)
- ✓ **Period of time:** 1<sup>st</sup> Semester
- ✓ **Language:** English
- ✓ **Professor:** Sebastian Aparicio

### II. DESCRIPTION

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This subject is part of a series of courses taught in the Bachelor’s Degree in Hotel Management, which are related to business management. Nonetheless, this subject is transversal to the contents of entrepreneurship, and particularly of new business formation and innovation within the context of the tourism sector.

The subject is more focused on practical issues, and it seeks to apply the theoretical contents of entrepreneurship and innovation through exercises, applied cases, as well as other complementary activities for entrepreneurship.

### III. OBJECTIVES, ESPECIFIC COMPETENCES AND EXPECTED LEARNING RESULTS

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#### OBJECTIVES

By the end of this course, the student will be able to:

1. To know the more relevant theoretical models and the key concepts of entrepreneurship, new business formation and innovation.
2. To know the new business creation process: from the idea identification through the entrepreneurial project.
3. To be able to identify and understand the different resources necessary for the development and progression of any business.
4. To know the characteristics of a successful entrepreneur and how to identify, acquire, and implement personal disciplines and behaviors.
5. To understand and apply knowledge acquired during the course to carry out an entrepreneurial project.

#### SPECIFIC COMPETENCES AND EXPECTED LEARNING RESULTS

CE11. To have the initiative and entrepreneurial mindset to create and manage companies and tourism sector products.

##### LEARNING RESULTS

CE11.1. To identify and assess new business opportunities within the sector.

CE11.2. To identify the necessary resources and capabilities to create new businesses.

CE12. To propose creative and alternative solutions to possible problems within the context of management, planning, and business/tourism products.

##### LEARNING RESULTS

CE12.1. To value and select alternative solutions, establishing accurate ways of action to implement and control human resources management.

CE12.2. To develop executive abilities and skills, as well as conflict management.

#### IV. TRANSVERSAL COMPETENCES

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CT1. To develop learning capacity in an autonomous way.

CT4. To make use of the communication skills at all levels.

CT5. To make decisions under uncertainty context, as well as be able to assess and predict the consequences of these decisions in the short-, medium- and long-term.

CT10. Work in a team setting.

CT13. To have business vision, capture the customer necessities and anticipate the possible contextual changes.

#### V. TOPICS AND CONTENTS

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##### 1. ENTREPRENEURIAL MINDSET AND ATTITUDES TOWARD ENTREPRENEURIAL ACTIVITY (4 hours)

The relevance of entrepreneurship nowadays

SMEs and new ventures in the economy. Business structure and demography.

Manifestations of entrepreneurship

An approach to the research of entrepreneurship: GEM project

Entrepreneurship in the tourism sector

##### 2. THE ENTREPRENEURIAL PROCESS (4 hours)

Phases and elements: entrepreneurship, the idea, the project and the resources

Conditioning factors for entrepreneurship. The institutional theory and the system thinking

The entrepreneurial planning and process

Myths and realities about entrepreneurial activity

Specific characteristics of entrepreneurial process in the tourism sector

##### 3. ENTREPRENEURSHIP AS A PROTAGONIST OF THE ENTREPRENEURIAL ACTIVITY (4 hours)

The entrepreneur: in search of a definition

The entrepreneur and the entrepreneurial team

Entrepreneurial skills

The socio-demographic characteristics of entrepreneurs

The specialization of tourism entrepreneurs

#### 4. FROM THE IDEA THROUGH THE ENTREPRENEURIAL OPPORTUNITY. THE ROLE OF CREATIVITY (4 hours)

The creativity within new business formation

Innovation

The business idea

The business opportunity

Creativity and tourism

#### 5. THE RESOURCES IN THE ENTREPRENEURIAL PROCESS AND THE FAILURE/SUCCESS BUSINESS FACTORS

(4 hours)

The importance of resources in the entrepreneurial process

The financial resources and the entrepreneurial social network

The information as a key business resource

The entrepreneurial failure and success

Entrepreneurial resources, failure and success factors in the context of new tourism business

#### 6. THE BUSINESS PLAN (4 hours)

The utility of a business plan, contextual analysis, and the marketing plan

Production and operations plan

Organization, human resources and legal-fiscal plan

Financial-economic plan

The details of the business plan for the case of tourism sector businesses

## VI. BIBLIOGRAPHY

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- FERNÁNDEZ, J. et al. (2000): *Manual para la creación de empresas. Cómo emprender y consolidar un proyecto empresarial*, Madrid: Edisofer.
- GONZÁLEZ, F.J. (2000): *Creación de empresas. Guía para el desarrollo de iniciativas empresariales*, Madrid: Pirámide.
- MAQUEDA, F.J. (1991): *Creación y Dirección de Empresas*, Edit. Ariel.
- KIRBY, D. (2002): *Entrepreneurship*. Maidenhead. McGraw-Hill.
- URBANO, D. i TOLEDANO, N. (2008): *Invitación al emprendimiento: Una aproximación a la creación de empresas*. Editorial UOC.
- URBANO, D. i RODRIGUEZ, L. (2010): *Guía para la elaboración de un plan de empresa*. Departament de Treball. Generalitat de Catalunya (English version).
- URBANO, D. (2006): *Business creation in Catalonia: Support organisms and attitudes towards entrepreneurship*. Col·lecció d'estudis CIDEM. Centre d'Innovació i Desenvolupament Empresarial.

Other support material in digital format, as well as websites links will be posted at Campus Virtual.

## VII. TEACHING METHODOLOGY

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The subject is taught based on three teaching-learning methodologies:

a) Methodology of the theory:

Lecturer classes will be taught regarding the different topics of the subject. In some cases media content will be used (i.e. videos supporting the theory, Power Point slides, etc).

b) Methodology of the applied cases:

There will be presentation and implementation of exercises and applied cases (either individually or in group work) related to the theoretical explanations (some exercises will be out of class). Also, an entrepreneurial project within the context of the tourism sector will be developed.

c) Methodology on line (Campus Virtual):

The Campus Virtual platform will be used as a complement of information and alternative way of communication between the Professor and students. Within the Campus Virtual will be found the summarized syllabus, theoretical complementary material in digital format, exercises and cases, website links, etc.

## VIII. ASSESSMENT

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The assessment of this subject will be:

- a) The realization and presentation/discussion of exercises and cases either individually or in group work, in attended class and out of class (online) during the course, and no later than the arranged date. These activities will be 15 % of the final grade.
- b) The development of an entrepreneurial project and entrepreneurial activities within the context of the tourism sector (for example: CIEU Award to the “most entrepreneurial idea”, “business plan”, “One day as an entrepreneur” project, “Entrepreneurial attitudes”). This activity will be 45 % of the final grade.
- c) The realization of a final exam, which will be 40 % of the final grade, and will include both the theory and the applied exercises and cases taught in class (5% of the total of this part could be self-assessment by the student).

To obtain an acceptable average score in the final grade, at least 4 of 10 must be obtained in each of the three parts mentioned above (Assessment).

## IX. SCHEDULE AND STUDENT WORK LOAD

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Type	Activity	Hours	LEARNING RESULTS
<b>Lectures</b>	Theoretical classes	16	CE11.1., CE11.2., CT5, CT13
	Solving applied cases	6	CE12.1., CE12.2., CT5, CT13
	Public presentation of assignments	2	CE11.1. , CE11.2., CT4
<b>Advisory activities</b>	Advisory sessions	12	CE11.1. , CE11.2.
<b>Autonomous activities</b>	Solving applied cases	6	CE11.1., CE11.2., CE12.1. , CE12.2., CT1
	Assignments	20	CE11.1., CE11.2., CE12.1. , CE12.2., CT1, CT10
	Readings and class notes	13	CE11.1. , CE11.2., CE12.1. , CE12.2., CT1
<b>TOTAL</b>		75	

## X. WEEKLY SCHEDULE

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WEEK	TOPIC	METHOD	HOURS
1	-Subject introduction (objectives, methodology, assessment, final project, etc.)  1. Entrepreneurial mindset and attitudes toward entrepreneurial activity	-Lecture -Exercises	2
2	1. Entrepreneurial mindset and attitudes toward entrepreneurial activity	-Lecture -Exercises	2
3	STUDY OUTSIDE OF CLASS	-Project preparation	2

4	2. The entrepreneurial process	-Lecture	2
5	2. The entrepreneurial process	-Lecture -Exercises	2
6	ADVISORY SESSION IN CLASS (guidance only)	-Advisory on the project	2
7	3. Entrepreneurship as a protagonist of the entrepreneurial activity	-Lecture -Exercises	2
8	3. Entrepreneurship as a protagonist of the entrepreneurial activity	-Lecture	2
9	STUDY OUTSIDE OF CLASS (guidance only)	-Project preparation	2
10	4. From the idea through the entrepreneurial opportunity. The role of creativity	-Lecture -Exercises	2
11	4. From the idea through the entrepreneurial opportunity. The role of creativity	-Lecture	2
12	ADVISORY SESSION IN CLASS	- Advisory on the project	2
13	5. The resources in the entrepreneurial process and the failure/success business factors	-Lecture -Exercises	2
14	5. The resources in the entrepreneurial process and failure/success business factors	-Lecture	2
15	STUDY OUTSIDE OF CLASS	-Project preparation	2
16	6. The business plan	-Lecture -Exercises	2
17	6. The business plan	-Lecture	2
18	-Conclusions of the subject	-Lecture	2

	-Review of the topics -Simulation of exam	-Exercises	
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## XI. ENTREPRENEURSHIP AND INNOVATION

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The issues related to entrepreneurship and innovation are of great importance for the focus and contents of this subject. In addition, these issues are applied through the development of several entrepreneurial activities.

On the one hand, we propose the creation of an entrepreneurial project in the context of the tourism sector (see section VII “Teaching methodology”). The activity titled “One day as an Entrepreneur” project is carried out by all enrolled students in this subject, who in work group develop both a business plan and business creation.

On the other hand, an individual exercise interviewing one entrepreneur in the tourism sector and the subsequent analysis must be done (see section VII “Teaching methodology”). This includes the questionnaire design, interview, and the analysis of results.

Finally, related to the subject assessment, there is one part of the final exam (5%) that deals with the self-assessment done by the student him/herself (see section VIII “Assessment”). The purpose of this is to encourage competences of responsibility, decision-making, and entrepreneurial attitudes in general.