

**Company Creation and Innovation**

Code: 103771  
ECTS Credits: 3

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

**Contact**

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**Use of Languages**

Principal working language: english (eng)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: No

**Other comments on languages**

Teaching Language: English

**Prerequisites**

There are no prerequisites

**Objectives and Contextualisation**

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.

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.

**Competences**

- Analyse, summarise and evaluate information.
- Be able to search efficiently for the necessary information.
- Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.

- Demonstrate an orientation and culture of customer service.
- Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
- Demonstrate initiative and entrepreneurial spirit in the creation and management of companies, projects, activities and products in the hotel and catering sector against a background of change and complexity.
- Demonstrate knowledge of the of the fundamental aspects of the social environment and the main changes, as well as the main tendencies in terms of relations in hotel and catering companies.
- Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
- Develop a capacity for independent learning.
- Manage and organise time.
- Manage communication techniques at all levels.
- Plan and manage activities based on quality and sustainability.
- Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
- Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
- Work in teams.

## Learning Outcomes

1. Analyse, summarise and evaluate information.
2. Be able to search efficiently for the necessary information.
3. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
4. Demonstrate an orientation and culture of customer service.
5. Demonstrate ethical behaviour is social relations and the ability to adapt to different intercultural situations.
6. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
7. Develop a capacity for independent learning.
8. Identify and evaluate innovative alternatives from both a management and an operational viewpoint, as well as their possible applications.
9. Identify and evaluate new business opportunities in the sector.
10. Identify the resources and skills necessary for setting up new companies.
11. Manage and organise time.
12. Manage communication techniques at all levels.
13. Plan and manage activities based on quality and sustainability.
14. Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
15. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
16. Work in teams.

## Content

### 1. ENTREPRENEURIAL MINDSET AND ATTITUDES TOWARD ENTREPRENEURIAL ACTIVITY

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

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

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

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 FACTOR

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

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

## **Methodology**

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, PowerPoint 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 online (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.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Public presentation of assignments	3	0.12	11, 10, 9, 15, 16
Solving applied cases	4	0.16	8, 9, 15
Theoretical lectures	12	0.48	10, 8, 9, 15
Type: Supervised			
Advisory activities	7	0.28	10, 9
Type: Autonomous			
Assignments	10	0.4	10, 8, 9, 15, 16
Reading and class notes	8	0.32	7, 12, 11, 10, 8, 9, 16
Solving applied cases	4	0.16	7, 10, 9

## Assessment

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 and hospitality 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 an 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).

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Entrepreneurial projects and activities	45	10	0.4	1, 4, 6, 3, 7, 12, 11, 10, 8, 9, 13, 14, 15, 16
Exam	40	2	0.08	7, 11, 10, 8, 9, 16
Presentations, homework, assignments, etc.	15	15	0.6	1, 4, 6, 5, 3, 7, 12, 11, 10, 8, 9, 13, 14, 15, 2, 16

## Bibliography

HISRICH, R. D., PETERS, M. P., & SHEPHERD, D. A. (2016): *Entrepreneurship* (10<sup>th</sup> Edition). McGraw-Hill Education.

URBANO, D., APARICIO, S., & AUDRETSCH, D. B. (2019): *Institutions, Entrepreneurship, and Economic Performance*. Switzerland, Springer International Publishing.

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.

GUERRERO, M. & URBAÑO, D. (2011): *Las universidades emprendedoras en la economía del conocimiento*. Pearson.

MAQUEDA, F.J. (1991): *Creación y Dirección de Empresas*, Edit. Ariel.

KIRBY, D. (2002): *Entrepreneurship*. Maidenhead. MCGraw-Hill.

URBANO, D. & TOLEDANO, N. (2008): *Invitación al emprendimiento: Una aproximación a la creación de empresas*. Editorial UOC.

URBÀ, D. & RODRIGUEZ, L. (2010): *Guia per l'elaboració d'un pla d'empresa*. Departament de Treball. Generalitat de Catalunya.

URBÀ, D. (2005): *La creació d'empreses a Catalunya: organismes de suport i actituds cap a l'activitat emprendedora*. 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.