

**Entrepreneurship and Company Creation**

Code: 104747  
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

### Prerequisites

No previous requirements are necessary to take this subject.

### Objectives and Contextualisation

- Learning to develop a business plan based on one's own idea.
- Find opportunities in a given market based on their study and the use of techniques to promote creativity.
- To learn the essential legal and juridical aspects of business.
- Explain how innovation has become a driving force for economic and social change, and how this innovation affects the typology and internal and external characteristics of the companies that are created.
- Analyse successful initiatives and good practices developed by entrepreneurs in the field of digital communication.
- Study the basic managerial and economic aspects of business management, as well as the basic ethical issues that should be considered in a company.

### Competences

- Display ethical concerns and empathy towards others.
- Display the ability to lead, negotiate and work in a team.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Promote complex and innovative professional and business projects in new media and publicise them efficiently.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

## Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Demonstrate skills leadership e. initiative for project company.
3. Differentiate between workers' characteristics on the basis of their workplace responsibilities.
4. Display the knowledge needed to lead multidisciplinary teams efficiently.
5. Distinguish the salient features in all types of documents within the subject.
6. Plan and execute projects in the field of entrepreneurship and business start-ups.
7. Speak and write clearly, fluently and effectively in both official languages in order to argue a case correctly.
8. Submit course assignments on time, showing the individual and/or group planning involved.
9. Use knowledge of the law and management to understand the structure of new-media companies.
10. Work as part of a team, taking an ethical approach to coursework.

## Content

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course, as the assignment of the lecturer is pending.

It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practicals, the different teaching materials and any other information necessary to follow the course properly.

In the event of a change of teaching modality for health reasons, the teaching staff will inform of the adaptations to be made to the course programme and teaching methodologies.

## Methodology

The subject consists of a theoretical part and a practical part that will be developed in person.

In the theory sessions, there will be an introduction to the main concepts of entrepreneurship, which will be complemented with compulsory readings and digital resources.

Subsequently, the practical activity will be developed during the seminar, always related to the theoretical class. In these seminars, a business plan will be developed and presented during the last sessions of the course.

The teaching methodology may be modified when established by the person in charge of the subject.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	28	1.12	9, 4, 2, 5, 3, 8

Practical workshop	10	0.4	4, 7, 6, 8, 10
Seminars	10	0.4	4, 2, 7, 6, 10
Type: Supervised			
Analysis, approach and oral presentation of real cases and case studies	4	0.16	2, 7, 8, 10
Tutorial	3	0.12	7, 6, 8, 10
Type: Autonomous			
Oral presentations	4	0.16	9, 4, 2, 5, 3, 7, 6, 8, 10
Personal study	15	0.6	1, 9, 2, 5, 3
Preparation of works & practices	42	1.68	9, 4, 2, 5, 3, 7, 6, 8, 10
Reading	4	0.16	1, 9, 5

## Assessment

In order to pass the subject, students must pass at least the evaluation activities A and B, which consist of:

- Activity A.: Individual theory test: 40% of the final grade.
- Activity B.: Final group practical work: 40% of the final grade.
- Activity C.: Oral presentation of the work: 10% of the final grade.
- Activity D.: Class attendance and participation: 10% of the final grade.

Attendance at the seminars is compulsory and students are only allowed to miss 20% of the sessions.

The grades of the evaluable tests will be posted on the Virtual Campus.

Students will have the right to recover the subject if they have been evaluated on all the activities, the weight of which is a minimum of 2/3 of the total grade of the subject. To do so, they may take a theoretical and/or practical exam during the last weeks of the course.

Students who do not take any of the examinations that can be assessed or the make-up exam will be graded as not assessable.

In the case of second enrolment, students may take a single synthesis test consisting of a theoretical and practical exam.

Any student who commits any irregularity (copying, plagiarism, impersonation...) will be graded with 0 for this evaluation act. In case of several irregularities, the final grade of the course will be 0.

The evaluation may be modified when the person in charge of the subject is established. Likewise, the teaching methodology and assessment proposed in the guide may undergo some modification depending on the restrictions on attendance imposed by the health authorities.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class attendance and participation	10%	5	0.2	9, 4, 5, 7, 10
Final group practical work	40%	10	0.4	1, 9, 4, 2, 5, 3, 7, 6, 8, 10

Individual theory test	40%	10	0.4	1, 9, 5, 7
Oral presentation of the work	10%	5	0.2	2, 7, 8

## Bibliography

De Mateo, Rosario; Laura Bergés; Marta Sabater (2009) *Gestión de empresas de comunicación*. Sevilla/Zamora: Comunicación Social.

Cerezo, Pepe. (2019) *Los medios ante los modelos de suscripción*. Barcelona. Editorial UOC

Sáinz de Vicuña Ancín, Jose Maria. (2021). *El plan de marketing digital en la práctica (23rd ed.)*. Madrid: ESIC.

Salaverría, Ramon. (2020) *Digital Native News Media: Trends and Challenges*. *Media and Communication*, 2020, Volume 8, Issue 2.

Covey, Stephen. (2016). *Los 7 hábitos de la gente altamente efectiva*. Barcelona: Paidós.

The bibliography will be completed with the assignment of the person in charge of the subject.

## Software

Office software.