

**Entrepreneurship and Company Creation**

Code: 104747  
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	3	2

**Contact**

Name: Marc Espin Heras  
Email: marc.espin@uab.cat

**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**

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Display ethical concerns and empathy towards others.
- Display the ability to lead, negotiate and work in a team.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

## Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Analyse the indicators of sustainability of academic and professional activities in the areas of knowledge, integrating social, economic and environmental dimensions.
3. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Cross-check information to establish its veracity, using evaluation criteria.
7. Demonstrate skills leadership e. initiative for project company.
8. Differentiate between workers' characteristics on the basis of their workplace responsibilities.
9. Display the knowledge needed to lead multidisciplinary teams efficiently.
10. Distinguish the salient features in all types of documents within the subject.
11. Evaluate the impact of problems, prejudices and discrimination that could be included in actions and projects in the short or medium term in relation to certain people or groups.
12. Explain the explicit or implicit deontological code in your area of knowledge.
13. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
14. Plan and execute projects in the field of entrepreneurship and business start-ups.
15. Propose new methods or well-founded alternative solutions.
16. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
17. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
18. Propose projects and actions that incorporate the gender perspective.
19. Propose viable projects and actions to boost social, economic and environmental benefits.
20. Speak and write clearly, fluently and effectively in both official languages in order to argue a case correctly.
21. Submit course assignments on time, showing the individual and/or group planning involved.
22. Use knowledge of the law and management to understand the structure of new-media companies.
23. Weigh up the risks and opportunities of both one's own and other people's proposals for improvement.
24. Work as part of a team, taking an ethical approach to coursework.

## Content

1. INTRODUCTION TO ENTREPRENEURSHIP AND THE CREATION OF COMPANIES. Key concepts. Business plan. Innovation and creativity.
2. THE DIGITAL COMPANY IN ITS ENVIRONMENT. Macro environment (PESTLE) and main macroeconomic indicators and micro environment (market research). Types of legal-economic structure of companies. Non-profit organizations. Business ethics.
3. MARKETING AND DIGITAL BUSINESS MODELS. Marketing objectives and strategies (marketing plan, 4 P's). Business models and communication strategies.
4. PRODUCTION AND ORGANIZATION. Leadership. Organization chart. Processes, resources and production costs (production plan).

5. FINANCIAL PLAN AND FUNDING SOURCES. Investments and funding sources. Planning instruments and economic-financial information: budgets and annual accounts (financial plan).

## Methodology

L'assignatura consta d'una part teòrica i una part pràctica que es desenvoluparan de manera presencial.

A la part teòrica es farà una introducció als principals conceptes de l'emprenedoria i la creació d'empreses, que es complementaran amb exercicis, lectures i recursos digitals.

A la part pràctica s'aprofundirà en els coneixements de l'emprenedoria i la creació d'empreses a través d'exercicis i anàlisi de casos reals, amb l'objectiu de disposar d'eines per desenvolupar un projecte a partir d'una idea pròpia o d'un problema donat per una organització real, que es presentarà durant les darreres sessions del curs.

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	22, 9, 7, 10, 8, 21
Practical workshop	10	0.4	9, 20, 14, 21, 24
Seminars	10	0.4	9, 7, 20, 14, 24
Type: Supervised			
Analysis, approach and oral presentation of real cases and case studies	4	0.16	7, 20, 21, 24
Tutorial	3	0.12	20, 14, 21, 24
Type: Autonomous			
Oral presentations	4	0.16	22, 9, 7, 10, 8, 20, 14, 21, 24
Personal study	15	0.6	6, 22, 7, 10, 8
Preparation of works & practices	42	1.68	22, 9, 7, 10, 8, 20, 14, 21, 24
Reading	4	0.16	6, 22, 10

## 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.

Activities A and B can be made up of more than one test. In any given case, it is equally necessary to pass each of the tests that compose them.

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.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

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	22, 9, 10, 20, 24
Final group practical work	40%	10	0.4	5, 2, 1, 6, 22, 9, 7, 10, 8, 12, 20, 13, 14, 21, 16, 17, 18, 19, 24, 4, 11
Individual theory test	40%	10	0.4	6, 22, 10, 20
Oral presentation of the work	10%	5	0.2	5, 3, 7, 20, 23, 21, 15

## 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.

Ries, Eric (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*.

## **Software**

Office software.