

**Entrepreneurship and Company Creation**

Code: 104747  
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	OB	3	2

## Contact

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## Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

## 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,

Reading	4	0.16	6, 22, 10
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## Assessment

In order to pass the course, students must choose one of the following 3 options:

### 1.- Continuous assessment

Continuous assessment involves compulsory class attendance, with a maximum absenteeism of 20% of the seminars. In order to pass it, the following tests must be passed, being necessary to obtain at least a 5 in each of the tests in order to obtain an average. If this is not the case, the course will be failed and the student will have to take a make-up exam.

- A) 40% Individual theory exam
- B) 40% Final group practical work (business plan).
- C) 10% Presentation of the work (individual qualification)
- D) 10% Class attendance and participation

### 2. Single assessment

If you wish to opt for a single assessment, class attendance will be recommended, but not compulsory, and you will have to pass the following tests, being necessary to obtain at least a 5 in each of the tests in order to obtain an average. If this is not the case, the course will be failed and the student will have to go to a make-up exam.

- A) 40% Individual theory exam
- B) 50% Final individual practical work (business plan).
- C) 10% Elevator Pitch video presentation.

The single assessment, both the theoretical exam and the practical exercises will be held on 12/06/2024.

### 3.- Synthesis test

In the case of second registration students, they can opt for the synthesis test. This will be a final exam in which theoretical and practical knowledge will be assessed. This exam will take place on the day of the recovery and it will be the same exam as the recovery of the rest of the students, not opting for an extraordinary recovery.

#### Continuous assessment recovery

According to regulations, in order to be able to participate in the recovery process, students will have the right to recover the subject if they have been evaluated on all the activities, the weight of which is at least 2/3 of the total grade of the subject.

The theory can only be recovered if the student has taken the theory tests set in the continuous assessment and has obtained a grade lower than 4.9. The make-up test will consist of a theoretical knowledge assessment test.

Students who have failed the practical assessment or have not presented themselves (as long as this is for reasons accredited or acceptable to the teaching team) will have the option of taking the practical make-up test in the established period, which will consist of a practical exercise.

The recovery will take place individually on 26/06/2024 and you will have to pass both parts with a minimum mark of 5 in each of them in order to be able to pass both the theoretical part and the practical part.

The dates may be modified and will be confirmed both during the presentation of the course and on the virtual campus.

The grades obtained can be consulted on the Virtual Campus.

#### Single assessment recovery

According to regulations, in order to be able to participate in the recovery process, students must have been previously assessed in at least 2/3 of the total number of assessable activities of the subject.

The theory test can only be recovered if the student has obtained a grade lower than 4.9. The make-up test will consist of the evaluation of theoretical knowledge.

The mark obtained in the practical work will form part of the weighted average of the mark as long as it is higher than 4.9. In the event of failing the test, students will take a theoretical-practical test.

The recovery will take place individually on 26/06/2024 and you will have to pass both parts with a minimum mark of 5 in each of them in order to be able to pass both the theoretical part and the practical part.

The dates may be modified and will be confirmed both during the presentation of the course and on the virtual campus.

The grades obtained can be consulted on the Virtual Campus.

Students who do not take any of the evaluable tests or the recovery will be graded as Not evaluable.

In the event that any student commits an 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 may take place. In the event of several irregularities occurring in the assessment acts of the same subject, the final grade for this subject will be 0.

## 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 exam	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.