UAB
Universitat Autònoma de Barcelona

Entrepreneurship and Company Creation

Code: 104747
ECTS Credits: 6

2025/2026

Degree	Type	Year
Interactive Communication	OB	3

Contact

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Teachers

Marc Espin Heras

Teaching groups languages

You can view this information at the of this
document.

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).

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for eﬀective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staﬀ will inform students of any modifications to the course schedule and teaching methodologies.

Activities and Methodology

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

The course consists of a theoretical part and a practical part that will be conducted in person.

In the theoretical part, an introduction to the main concepts of entrepreneurship and business creation will be provided, complemented by exercises, readings, and other digital resources.

In the practical part, knowledge of entrepreneurship and business creation will be deepened through exercises and analysis of real cases, with the aim of providing tools to develop a project based on a personal idea or a problem provided by a real organization, which will be presented during the last sessions of the course.

The teaching methodology may be modified once the course instructor is established.

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.

Assessment

Continous 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

To pass the course, you must choose one of the following 3 options:

1. Continuous assessment

To pass the course, you must attend at least 80% of all classes and obtain an average grade of 5 out of 10. To average the grades, all tests that make up parts A and B must be passed individually. Otherwise, the course will be failed, and only the recovery option will remain. Continuous assessment is structured as follows:

A) 40% Individual theoretical exam

B) 40% Final group practical project

C) 10% Oral presentation of the project

D) 10% Attendance and participation

1. Single assessment

To opt for the single assessment, students must request it during the month of February. In this case, class attendance will be recommended but not mandatory. To average the grades and pass the course, all tests that make up parts A and B must be passed individually. Otherwise, the course will be failed, and only the recovery option will remain. The single assessment is structured as follows:

A) 50% Individual theoretical exam

B) 50% Final individual practical project

1. Synthesis test

To opt for the synthesis test, students must request it during the month of February. Only second-time enrolled students can opt for the final and unique synthesis test. There is no right to recovery. This exam will be held on the recovery day and will be the same exam as the recovery for the rest of the students.

Recovery

Students will only be entitled to recover the course if they have been evaluated for all activities and have obtained a grade lower than 5.

Warnings

- The dates of the tests will be given on the day of the course presentation and will be notified on the Virtual Campus.
- If there are changes in the evaluation system, they will be notified on the day of thecourse presentation and on the Virtual Campus.
- Students who do not attend any of the evaluable tests or the recovery will be graded as Not evaluated.
- If 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 be instructed. If several irregularities occur in the evaluation acts of the same course, the final grade for this course will be 0.
- In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI will be considered a breach of 5 academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

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

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

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

Laloux, F. (2015). *Reinventar las organizaciones: Una guía para crear organizaciones inspiradas en el siguiente estadio de consciencia humana* (A. Gumbau, Trad.). Editorial Arpa.

Observatorio del Emprendimiento de España. (2025). Informe GEM España 2024-2025.

OECD/Eurostat. Oslo Manual 2018: Guidelines for Collecting, Reporting and Using Data on Innovation, 4th Edition

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

Sáinz de Vicuña Ancin, 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.

Software

Office software.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	61	Catalan/Spanish	second semester	afternoon
(SEM) Seminars	62	Catalan/Spanish	second semester	afternoon
(TE) Theory	6	Catalan/Spanish	second semester	afternoon