

Entrepreneurship and Innovation

Code: 104956
ECTS Credits: 3

2025/2026

Degree	Type	Year
Tourism	OT	4

Contact

Name: Sebastian Aparicio Rincon

Email: sebastian.aparicio@uab.cat

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no prerequisites

Objectives and Contextualisation

This subject is part of a series of courses taught in the Bachelor's Degrees in Tourism and 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

- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Develop a capacity for independent learning.
- Display a customer service orientation.
- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.

- Manage the concepts, instruments and functions related to the planning and commercialisation of tourist destinations, resources and spaces.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Behave ethically and adapt to different intercultural contexts.
2. Behave responsibly towards the environment.
3. Develop a capacity for independent learning.
4. Develop skills in leadership and conflict management.
5. Discern the function, nature and scope of marketing in the organisation.
6. Display a customer service orientation.
7. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
8. Identify and evaluate new business opportunities in the sector.
9. Identify the resources and capacities needed to develop new businesses.
10. Make judgements and choices in the area of human resources, establishing suitable channels for implementing and monitoring strategies in this area.
11. Plan, organise and coordinate a work team, creating synergies and showing empathy.
12. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
13. Use communication techniques at all levels.
14. Work in a team.

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 (women entrepreneurship, social entrepreneurship, etc.)

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. OTHER FORMS OF ENTREPRENEURIAL ACTIVITY: CORPORATE ENTREPRENEURSHIP

Relevance of corporate entrepreneurship

Corporate entrepreneurship vs independent entrepreneurship

Corporate entrepreneurship forms

Corporate entrepreneurship and innovation in the 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

Participation in the "Sustainable / Social Entrepreneurship and Intercultural Management"

The EUTDH offers 6 students in this course the opportunity to participate in an Erasmus - Blended Intensive Program, coordinated by Professor Anna Zinenko.

A Blended Intensive Program (BIP) is carried out jointly with international partners where an (environmental/social) issue will be addressed, in this case related to "Sustainable / Social Entrepreneurship and Intercultural Management".

Participation in this Blended Intensive Program would completely replace Entrepreneurship assignments with mandatory online sessions, remote assignments, and final work in person at Carinthia University of Applied Sciences (Austria), from November 30 to December 8.

The student who participates in this program will obtain the 3 credits corresponding to the Subject of "Entrepreneurship and Innovation" and the final grade of this subject will correspond to the grade obtained in the BIP.

The student who opts for this option must:

-Indicate to the professors of the subject that opts for this option (maximum on September 19).

-Contact Professor Anna Zinenko.

-Monitor the activities established in this program. These activities will not be established in the schedule of the subject but will have their own calendar, which may coincide with other subjects, otherwise it would be explained to the teachers concerned.

-Commit to travel to Carinthia (Klagenfurt am Wörthersee, Austria) in November-December. Attendance at this activity is required.

If a student who has chosen this option decides to leave it once started, he / she will not be entitled to the single "Entrepreneurship and Innovation" assessment but will automatically have a "Non-assessable".

Financial aid. The trip to Carinthia can be funded by European Erasmus grants. To do so, you must apply. You can follow this link where you will find the information:

<https://www.uab.cat/web/mobilitat-i-intercanvi-internacional/programes-de-mobilitat-i-intercanvi-internacional/eras>

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Public presentation of assignments	3	0.12	9, 8, 13
Solving applied cases	4	0.16	9, 8
Theoretical lectures	12	0.48	4, 9, 8, 12, 10
Type: Supervised			
Advisory sessions	7	0.28	3, 9, 8
Type: Autonomous			
Assignments	10	0.4	1, 4, 3, 9, 8, 13, 6, 14, 10
Reading and class notes	8	0.32	3, 9, 8, 13, 14
Solving applied cases	4	0.16	4, 3, 9, 8, 14, 10

Teaching language

Tourism and Hospitality Management: English

Tourism in English: English

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, Power Point 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.

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

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", "digital entrepreneurship"). 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).

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Those who choose the BIP program will be graded based on the activities and assignments developed during the BIP.

Unique assessment: If this option is chosen, the student will have to present an exam, different from option c above.

The recovery of the subject by unique assessment will be the same as that of the rest of the students. To present themselves for the re-assessment it will be necessary to have obtained at least a 3.5 in all the evidence of those that include the unique assessment.

Bibliography

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GONZÁLEZ, F.J. (2000): *Creación de empresas. Guía para el desarrollo de iniciativas empresariales*, Madrid: Pirámide.

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

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

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

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

URBANO, 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.

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

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

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

Other support material in digital format, as well as websites links will be posted at Campus Virtual.

Software

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Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	first semester	morning-mixed
(TE) Theory	2	English	first semester	morning-mixed