UAB Universitat Autònoma de Barcelona	Entrepreneurship Code: 102364 Credits: 6	2026/2027

Degree programme	Type	Course
Business Administration and Management	OB	3
Economics	OP	3
Economics	OP	4

Contact lecturer

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Group languages

You can consult this information at the end of the document.

Prerequisites

NO

Objectives

The main target of this subject is to study the new venture creation process (from the initial idea to the legal status of the business) through the design and analysis of a BUSINESS PLAN development. A business plan is understood as a written document in which the most relevant aspects of the new venture in terms of start up process and business launching are stated. This course will focus on what a business plan is, what are its functions as well as its main sections. Furthermore, it will cover topics dealing with the management function and entrepreneurship not directly related with the business plan development, such as the relevance of entrepreneurship today, the entrepreneur's characteristics, other ways of creating businesses (franchise, buying other firms, etc.), problems in the creation process, entrepreneurs' networks, etc.

Learning outcomes

1. Capacity to adapt to changing environments.
2. Lead multidisciplinary and multicultural teams, implement new projects, coordinate, negotiate and manage conflicts.
3. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
4. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
5. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
6. Organise work, in terms of good time management and organisation and planning.
7. Assess the effect of different strategies on the competitiveness of a company.
8. List the main competitors of a company.
9. Classify the different ways in which a company can compete.
10. List the basic stages and processes in the formulation and implementation of a business strategy.
11. Apply the processes of formulating strategies to specific cases.
12. Draft business plans.
13. Relate business strategy to the objectives of the company and its breakdown into departments or units.
14. Adapt the formulation and implementation of strategies to different settings, family companies or recently-created companies.
15. Back up business strategy decisions.
16. Assess the main marketing concepts and tools.
17. Assess the importance of long-term commercial relationships with clients (relationship marketing).
18. Identify the differences in the marketing applied to different economic sectors or types of organisations.
19. Relate the business strategy to the objectives of the company and its breakdown into departments or units.
20. Analyse the main motivation systems in companies.
21. Design effective motivation policies.
22. Organise work, in terms of good time management and organisation and planning.
23. Demonstrate initiative and work independently when required.
24. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
25. Assess ethical commitment in professional activity.

Contents

1. Introduction to the importance of entrepreneurship in society today. Ways to start as an entrepreneur.

2. The business creation process. Strategic process: business model. Canvas and Lean Startup.

3. The Business Plan.

4. Financing a new business venture.

5. Venture management: intrapreneurship or corporate entrepreneurship.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Tutorials and monitoring	13	0.52	1, 2, 3, 5, 11, 12, 15, 22, 23, 24
Practice classes	17	0.68	2, 3, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 23, 24
Study of the contents, case resolution and business plan development	84	3.36	1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 20, 21, 23, 24
Theory classes	32.5	1.3	5, 7, 8, 9, 10, 11, 12, 14, 18, 23

The subject will develop as follows:

1. Professor's lectures

2. Analysis and discussion of business cases

3. Students' in-class work and preparation and presentation of the business cases

4. Students' Business Plan development

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Presentations	30%	2	0.08	2, 3, 4, 7, 10, 15, 19, 20, 24
Business model elaboration & Business plan model	50%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25
Final exam	20%	1.5	0.06	3, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18

The (global) final course grade will consist of the weighted average of the three following grades (on the scale from 0 to 10) (to apply this calculation it is necessary to get at least 3.5 out of 10 points in each part):

a) 50%: Business model elaboration & Business plan model

b) 20%: Final exam (multiple choice type)/elevator pitch

c) 30%: Course participation (follow up) (cases, presentations and discussions)

All students are required to perform the evaluation activities. If the student's grade is 5 or higher, the student passes the course and it cannot be subject to further evaluation. If the student grade is less than 3.5, the student will have to repeat the course the following year. Students who have obtained a grade that is equal to or greater than 3.5 and less than 5 can take a second chance exam. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a \"not evaluable\"

The completion of assessment activities is subject to the provisions set out in this course guide and in the " Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities ", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

\"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact boththe teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity.\" ***Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB)***. Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule Exam rescheduling request - e-Formularis

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

\"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject.\" ***Section 3 of Article 112 ter. The recovery (UAB Academic Regulations)***. Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *\"in the casethat the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0\"*. ***Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).***

This subject does not offer the option for comprehensive evaluation

Use of Artificial Intelligence (AI) Technologies

For this course, the restricted use of Artificial Intelligence (AI) technologies is permitted exclusively for support tasks, such as bibliographic or information searches, text correction, or translations. Students must clearly identify which parts have been generated using this technology, specify the tools used, and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalization of the grade for the activity, or more severe sanctions in serious cases.

Bibliography

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Software

Microsoft Office

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this link. To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	2	Spanish	first semester	morning-mixed
(PAUL) Classroom practices	2	Spanish	first semester	morning-mixed

(TE) Theory	4	English	first semester	morning-mixed
(PAUL) Classroom practices	4	English	first semester	morning-mixed
(TE) Theory	52	Catalan	first semester	afternoon
(PAUL) Classroom practices	52	Catalan	first semester	afternoon
(TE) Theory	60	Catalan	second semester	morning-mixed
(PAUL) Classroom practices	60	Catalan	second semester	morning-mixed
(TE) Theory	61	Catalan/Spanish	second semester	morning-mixed
(PAUL) Classroom practices	61	Catalan/Spanish	second semester	morning-mixed