



FUNDAMENTOS DE
CREACIÓN DE
EMPRESAS /
FUNDAMENTALS
OF BUSINESS
CREATION.

**Grado en Creación,
Administración y
Dirección de Empresas**



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: FUNDAMENTOS DE CREACIÓN DE EMPRESAS / FUNDAMENTALS OF BUSINESS CREATION.

Degree: Grado en Creación, Administración y Dirección de Empresas.

Type: Core.

Languages: Español / English.

Modality: In-Person and Online.

Credits: 6.

Year: 1st.

Semester: Spring Semester / Sem2

Professors: Jose Maria Sevilla Llewellyn Jones; Barbara Licia Rey Actis.

1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

- Basic Competences: CB1, CB2, CB3, CB4, CB5.
- General Competences: CG1, CG2, CG4, CG6, CG7, CG8, CG9, CG10, CG11, CG12, CG13, CG14, CG15, CG16, CG17, CG21, CG22.
- Specific Competences: CE1, CE2, CE3, CE8, CE9, CE11, CE12, CE13, CE17, CE20, CE22, CE25, CE38.

1.2. Learning outcomes

Differentiate between entrepreneurship, intrapreneurship, and business creation.
Demonstrate the ability to analyze the characteristics of an entrepreneur effectively.
Proficiently identify and utilize various tools for detecting business opportunities and potential sources of funding.
Competently develop and execute a comprehensive business plan.
Apply creativity techniques to foster innovation as an entrepreneur.
Identify promising international markets for expanding a company's operations.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

In this course, students will gain a comprehensive understanding of the intricacies involved in launching a company. They will conduct a thorough 360-degree analysis, exploring all relevant aspects of entrepreneurship. Furthermore, students will acquire knowledge about the essential tools and components required for entrepreneurial endeavors, spanning from the initial idea, market validation, and value proposition, to crafting effective sales presentations to attract potential investors (business pitch).

2.3. Covered Topics

The Entrepreneur and The Environment

What is a Company and a Startup

The Entrepreneur

The Idea Generation Process

Sectoral Analysis

Business Plan

Market Segmentation

Select a BeachHead Market

Build an End User Profile

Calculate the Total Addressable Market (TAM)

Profile the Persona for the Beachhead Market

Full life Cycle Use Case

High-Level Product Specification

Quantify the Value Proposition

Identify your Next 10 Customers

Define your Core

Chart your Competitive Position

Determine the Customer's Decision-Making Unit

Map the Process to Acquire a Paying Customer

Calculate the Total Addressable Market Size for Follow-on Markets

Design a Business Model

Set your Pricing Framework

Calculate the Lifetime Value (LTV) of an Acquired Customer

Map the Sales Process to Acquire a Customer

Calculate the Cost of Customer Acquisition

Identify Key Assumptions

<p>Test Key Assumptions</p> <p>Define the Minimum Viable Business Product (MVBP)</p> <p>Show that “The Dogs will Eat the Dog Food”</p> <p>Develop a Product Plan</p> <p>Pitch</p> <p>Identification of the Key Elements of the Business Plan</p> <p>How to Elaborate a Presentation</p>
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2.4. Individual / Group Assignments

As part of the course requirements, students are expected to complete Directed Activity 1 (AD1), which involves crafting a business plan aligned with the course's curriculum.

2.5. Learning Activities

LEARNING ACTIVITIES		
In-Person Learning	Hours	Attendance %
A1 Lectures	45	100%
A2 Discussion Sections	9	100%
A3 Mentoring	9	100%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	6	50%
A6 Extracurricular Materials	6	0%
A7 Self Study	51	0%
A13 Exam	6	100%
Online Learning	Hours	Attendance %

A9 Asynchronous Classes	12	0%
A10 Discussion Sections, Synchronous or Asynchronous	12	0%
A3 Mentoring	24	0%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	12	0%
A6 Extracurricular Materials	12	0%
A7 Self Study	54	0%
A13 Exam	6	100%

<p>Methodologies:</p> <p>In-Person: MD1, MD2, MD3, MD4, MD5</p> <p>Online: MD1, MD2, MD3, MD4, MD5</p>

3. GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)

5.0 - 6.9 Pass (AP)

7.0 - 8.9 Notable (NT)

9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
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S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Restrictions and explanation of weighting: In order to calculate the average with the previous weightings, it will be necessary to obtain at least a grade of 5 in the final exam.

Likewise, it will be at the discretion of the professor to request and reevaluate practical assignments or written works if they have not been submitted on time, have not been approved, or if there is a desire to improve the grade received in both sessions.

In any case, passing the subject is contingent upon passing the corresponding in-person and individual final exams.

3.3. Restrictions

Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance

Students who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

It is important to note that Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be treated as a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

4.1. Required Reading

Aulet, B. (2018). *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*. Wiley.

Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Currency.

Trias de Bes, F. (2007). *The Black Book of Entrepreneurship*. Empresa Activa.

4.2. Recommended Reading

Aceituno, P. (2020). *Manual de Creación y Gestión de Empresas*. CEF.

Camisón, C. (2009). *Introducción a los negocios y su gestión*. Pearson Educación.

Claver, E., Llopis, J., Lloret, M., & Molina, H. (1996). *Manual de Administración de Empresas*. Civitas.

Robbins, S.P., & Coulter, M. (2007). *Administración*. Pearson Educación.