



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

**Code:** 80516**Name of the subject:** Research of special Topics in Global Entrepreneurship & Management (Business Plan)**GENERAL CHARACTERISTICS**

<b>Number of credits ECTS:</b>	15.0
<b>Language/s</b>	Catalan Spanish English
<b>Type</b>	Normal
<b>Professor/s</b>	

**DESCRIPTION****BRIEF DESCRIPTION AND JUSTIFICATION**

This seminar is designed to provide would-be entrepreneurs a broad-based exposure to international business operations and capital market practices. Also, this course presents a thorough and systematic coverage of entrepreneurial practice and theory. It focuses on the basic roles, skills, and functions of a successful entrepreneur, with special attention to managerial responsibility for effective and efficient achievement of goals. Upon completion of the course, students are expected to be able to:

1. Understand fundamental concepts and principles of entrepreneurship.
2. Be knowledgeable of strategic development, theoretical aspects, and practice application of entrepreneurial process.
3. Be familiar with business plan writing and field studies.
4. Be aware of the overall context of social enterprise and social entrepreneurship.

**COMPETENCIES**

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Analyze the relationships within a global economy, the economic factors that affect those relationships and their implications for a company(CE1).
- Learn the different techniques to generate ideas for entrepreneurial projects(CE2).
- Understand the different sources of funding for the creation of new ventures in a global economy(CE3).
- Use advanced techniques in operations management in a global context (CE4).
- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Understand the principles of leadership, and apply them in a global context (CE8).
- Develop an ethical behavior during the practice of professional activities (CT1).

- Foster innovation (CT2).
- Develop an entrepreneurial spirit (CT3).
- Apply a global vision in management(CT4).
- Understand and use new technologies (CT5).
- Apply the new learnings in professional situations (CT6).

## PREREQUISITES

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

## CONTENTS

1. Introduction to Journey of Entrepreneurial Venturing
2. Workshops and Keynote speeches
3. Extended Reports
4. Introduction to Social Enterprise and Social Entrepreneurship
5. Final Presentations
6. Social Enterprise Tour

## METHODOLOGY

## TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Practical sessions (exercises, case resolution)	3,00	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Assignments by Students	9,00	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Seminars or tutorials	2,00	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Personal study activities	-	
Assessment sessions	-	
Internship in Company	-	
<b>TOTAL</b>	<b>15,00</b>	

## EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Seminars provided by the instructors.
- Keynotes.
- Reports and Presentations.

## EVALUATION

### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	-	
Following up activities	-	
Homework and presentations	30%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Experimental work or fieldwork	30%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Projects	30%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6
Evaluation of the company or institution	-	
Participation	10%	CE1, CE2, CE3, CE4, CE6, CE8, CT1, CT2, CT3, CT4, CT5, CT6

### LEARNING OUTCOMES

- Imprint and represent human ethics and values of enterprise.
- Integrate and apply information technology.
- Integrate innovation and entrepreneurship theory and practice, and to show innovation or entrepreneurial knowledge in the workplace.

## EVALUATION

1. Team Papers and Extended Reports
2. Class Participation
3. Preparation of a Business Plan
4. Social Enterprise Tour

### EVALUATION OF COMPETENCIES

- Each student should be able to recognize the appropriate methods and procedures of research pertaining to their area of specialization. This learning goal is met through the completion of their thesis projects.
- Each student should be able to integrate theory and practical applications to increase the productivity of organizations. This learning goal is met through the course embedded exams.
- Each student should be able to expand their global perspectives to adapt to internationalization. This learning goal is met through the course embedded exams.
- Each student should be able to capitalize on modern information technology in the integration and use of resources. This learning goal is met through the course embedded exams.
- Each student should be able to recognize professional ethics and human-centric values, and be able to apply them in professional decision-making. This learning goal is met through the course embedded exams.

## **BIBLIOGRAPHY**

### **Bibliography**

The course is based on keynotes, team work on a Business Case, and presentation of the results. Materials will be updated on a yeraly basis and provided to the students.

## **DOCUMENT RECORD**

## **PREVIOUS CHANGES**

## **LAST REVISION**

September the 1st 2017. Dr. Carlos Malet on behalf of Professor Jung-Chin Shen.