



GESTIÓN DEL
EMPRENDIMIENTO Y
DE LA INNOVACIÓN /
ENTREPRENEURSHIP
AND INNOVATION
MANAGEMENT

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



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: Gestión del Emprendimiento y de la Innovación / Entrepreneurship And Innovation Management

Degree: Grado en Creación, Administración y Dirección de Empresas

Type: Core

Languages: Castellano / english

Modalidad: In person / online

Credits: 6

Year: 2nd

Semester: 2nd

Professors: Avendaño Martínez, Francisco; Asensio Ciria, Ana Isabel; Vázquez Martínez, Ulpiano José.

1. COMPETENCES AND LEARNING OUTCOMES

1.1. Competences

- Basic competences: CB1, CB2, CB3, CB4, CB5
- General competences: CG1, CG2, CG3, CG4, CG5, CG6, CG8, CG9, CG10, CG11, CG14, CG16
- Specific competences: CE2, CE11, CE12, CE13, CE18, CE21, CE24, CE30, CE38, CE46, CE47

1.2. Learning outcomes

- Distinguish between entrepreneurs, entrepreneurship and business creation.
- Recognise and know how to analyse the characteristics of an entrepreneur.
- Be able to identify and use the different tools for detecting business opportunities and sources of financing.
- Be able to develop and implement a business plan.
- Apply creativity techniques to be an innovative entrepreneur.
- Identify interesting international markets in which to develop a company's activity.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

El curso proporciona las bases teóricas y los contextos dentro de los cuales las innovaciones y las nuevas empresas contribuyen a la actividad económica y una introducción a las herramientas y marcos utilizados para identificar nuevas oportunidades de emprendimiento e innovaciones potenciales. También proporciona una oportunidad para que los participantes consideren cómo los procesos de emprendimiento e innovación pueden impactar sus carreras futuras. El curso se basa en seminarios apoyados por lecturas, casos, ejercicios y asignaciones individuales y de equipo.

The course provides the theoretical bases and contexts within which innovations and new companies contribute to economic activity and an introduction to the tools and frameworks used to identify new entrepreneurship opportunities and Potential innovations. It also provides an opportunity for participants to consider how entrepreneurship and innovation processes can impact their future careers. The course is based on seminars supported by readings, cases, exercises and individual and team assignments.

2.3. Covered topics

Fundamentals of Business Model Innovation

Introduction to disruptive innovation and its impact on existing business models.
Exploration of how companies can develop new business models that displace market leaders.
Case studies of companies that have transformed industries through business model innovation.

Start-up and intrapreneurship entrepreneurship

Identifying an appropriate strategy to beat the competition.
Strategies for startups to break into markets dominated by established companies.
Methods for existing companies to innovate from within (intrapreneurship) and defend against disruptors.
Analysis of how to identify unserved or underserved market segments as opportunities for disruptive innovation.

Sectoral Structure from the perspective of Innovation

Sectoral analysis of markets from an innovation perspective
Tools and frameworks for analysing the structure of different sectors from an innovation perspective.
Study of the forces that shape competition in a sector and how innovation can alter these forces.
Assessment of cases where disruptive innovation has redefined sectoral boundaries.

2.4. Individual/group assignments

During the course, some of the following activities, practices, reports or projects, or others of similar objectives or nature, may be developed:

Directed Activity 1. Harvard case. Students will analyse and solve a selected case from Harvard University.

Directed Activity 2. Written research paper on a disruptive process. Students will select a listed company, based on the availability of information, that has undergone or carried out a disruptive process.

2.5. Learning activities

Learning activities:		
In-Person Learning	Horas	Presencialidad %
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	Horas	Presencialidad %
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%

Methodologies:

In person: MD1, MD2, MD3, MD4, MD5

On line: MD1, MD2, MD3, MD4, MD5

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 Outstantind (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	Porcentaje
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	Porcentaje
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	Porcentaje
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

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

Restricciones y explicación de la ponderación: Para poder hacer media con las ponderaciones anteriores será necesario obtener al menos una calificación de 5 en la prueba final.

Asimismo, será potestad del profesor solicitar y evaluar de nuevo las prácticas o trabajos escritos, si estos no han sido entregados en fecha, no han sido aprobados o se desea mejorar la nota obtenida en ambas convocatorias.

En todo caso, la superación de cualquier materia/asignatura está supeditada a aprobar las pruebas finales presenciales e individuales correspondientes.

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

Student 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

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 considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Required reading

Christensen, C., Raynor, M. (2004). *La solución de los innovadores*. McGraw Hill.

Johnson, M., Christensen, C., Kaggerman, H. (2020). *Reinventar tu modelo de negocio*. Conecta.

Thiel, P. (2014). *De cero a uno: cómo inventar el futuro*. Gestión 2000.

Recommended reading

Berger, J. (2014). *Contagioso: Cómo conseguir que tus ideas y productos tengan éxito*. Gestión 2000.

Sinek, S. (2018). *Empieza con el porqué*. Empresa activa.