SUBJECT TEACHING GUIDE

G976 - Creation of Companies and Family Business

Degree in Economics

Academic year 2017-2018

1. IDENTIFYING DATA					
Degree	Degree in Economics			Type and Year	Optional. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Further General Management Module: Intensification in Business				
Course unit title and code	G976 - Creation of Companies and Family Business				
Number of ECTS credits allocated	6	Term		Semester based (2)	
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	IGNACIO LLORENTE GARCIA
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Other lecturers	ADELA SANCHEZ SANTOS MARIA DOLORES ODRIOZOLA ZAMANILLO

3.1 LEARNING OUTCOMES

- Make a business plan, analyze its feasibility and carry out the necessary administrative procedures to start it.

  Diagnose the specific aspects of the management of a family business.

  Apply optimal tools for the management of the family business

4. OBJECTIVES

Creation of companies module

The objetive is to study the feasibility of a business idea so that when the course ends the studen has the knowledge to evaluate the idea, and if it can be used for the search of funding or public aid.

Family business module

Provide the student with the knowledge and skills necessary to successfully face the management of family businesses,

6. COURSE ORGANIZATION

	CONTENTS
1	Creation of companies module. 1. The decision of create a company. The concept of viability
2	Creation of companies module. 2. Market viability
3	Creation of companies module. 3. Technical viability
4	Creation of companies module. 4. Financial viability
5	Family business module 1. The family business
6	Family business module 2. Governance of the Family Business
7	Family business module 3. Continuity and succession in the family business
8	Family business module 4. Management of the Family Business
9	SEMINARS AND CONFERENCES OF ENTREPRENEURS

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Business feasibility study	Work	No	Yes	35,00
Analysis of a family business	Work	No	Yes	35,00
Final exam (Test)	Written exam	Yes	Yes	20,00
Evaluation of the classwork	Others	No	No	10,00
TOTAL				100,00

Observations

A group work will be done for each module and a final test exam for the two modules. The mark of the group work must be recovered if it is less than 5 and if it is higher it is maintained for September with the mark of the work done in class.

The group works will be recovered by means of a written exam consisting in case estudies of creation of companies and family business, which will be carried out after the final test exam in June and September. The mark of the written exam consisting in case estudies done in June is not saved for September.

Observations for part-time students

These students can substitute the continuos work done at the lectures during the semester by a practice exam consisting on case studies that is worth 80% of the final mark. They also have to do the final test (20%) together with the other students. Both will be held the day set by the Faculty for the final exam in June and September.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

MODULO DE CREACIÓN DE EMPRESAS
Felix Velasco. (2007). Aprender a elaborar ujn plan de negocio
Ricardio Mateo (2004). Creación de Empresas. Teoría y práctica

MODULO DE EMPRESA FAMILIAR
Casillas, J.C.; Díaz, C. y Vázquez, A. (2005). La gestión de la empresa familiar. Ed. Paraninfo.
Carlock, R.S.& Ward, J.L. (2002). La planificación estratégica de la familia empresaria. Cómo planificar para unir a la familia y asegurar la continuidad. Deusto Ediciones.
Gallo, M.A. (1997). La empresa familiar. Praxis.
Garrido de Palma, V.M. (Dir.) (1995). La empresa familiar ante el derecho: el empresario individual y la sociedad de carácter familiar. Civitas.
Martínez Guillén, M. (2001). Protocolo social y empresarial. Marcial Pons.
Dirección General de Política de la PYME (2003). Guía para la pequeña y mediana empresa familiar. Centro de publicaciones del Ministerio de Economía.
Varios autores (2000). La fiscalidad de la empresa familiar. Asociación Española de Asesores Fiscales. Monografía nº 15.