

## SUBJECT TEACHING GUIDE

### G1219 - Setting up Businesses

#### Degree in Labour Relations

Academic year 2019-2020

1. IDENTIFYING DATA			
Degree	Degree in Labour Relations	Type and Year	Optional. Year 4
Faculty	Faculty of Law		
Discipline	Subject Area: Organisation of Business and Work, Administration and Management of Human Resources Specialisation Module		
Course unit title and code	G1219 - Setting up Businesses		
Number of ECTS credits allocated	6	Term	Semester based (2)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
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Other lecturers	MANUEL LUNA GARCIA

### 3.1 LEARNING OUTCOMES

- Development of a business plan, analyzing the viability and the legal procedures to set it up.

#### 4. OBJECTIVES

The aim is to systematize the way information is collected to assess the weaknesses and potential of a business idea, valuing the investments needed and quantifying the economic effects by a forecast of revenues and expenses .

The course has a practical orientation so that students, as they explore all the stages to be followed in the analysis of viability, can develop their ideas according to a standard format.

The teaching method consists of a theoretical exposition that provides the basic knowledge to develop each of the sections. Then, there is a practical application to the ideass

Viability projects are developed by groups of no more tan 5 students. When the theoretical program is completed, each group will have almost finished their project.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	<p>LESSON 1. DECISION TO CREATE A COMPANY: CONCEPT OF VIABILITY</p> <p>Introduction. Promoting entrepreneurship in the European Union</p> <p>1.1. Identifying ideas to set up a business</p> <p>1.2. Concept of viability</p> <p>1.3. Legal forms and legal procedures</p> <p>1.4. Conclusión</p> <p>- YOU HAVE TO FORM YOUR TEAM</p>
2	<p>LESSON 2. ECONOMIC VIABILITY</p> <p>2.1. Need to have a competitive advantage</p> <p>2.2. Key elements: adaptation to the type of transaction and the environment</p> <p>2.3. Conclusion</p>
3	<p>LESSON 3. COMMERCIAL VIABILITY</p> <p>3.1. The role of marketing when setting up a business</p> <p>3.2. The relevant market</p> <p>3.3. Defining and implementing a business strategy</p> <p>3.3.1. Identification of business goals</p> <p>3.3.2. Product, Price, placement, promotion</p> <p>3.4. Launch campaign of the new company</p> <p>3.5. Demand estimation</p> <p>3.6. Conclusion</p>
4	<p>LESSON 4. TECHNICAL VIABILITY</p> <p>4.1. Role of production in the creation of a company</p> <p>4.2. Key technical elements to create a company: location, production process, human resources and current assets management</p> <p>4.3. Capital Budget</p> <p>4.4. Estimation of fixed and variable costs</p> <p>4.5. Quantification of the operating range</p> <p>4.6. Conclusion</p>
5	<p>LESSON 5. FINANCIAL VIABILITY</p> <p>5.1. Appropriateness of expected demand to the technical needs of the Project</p> <p>5.2. Financing: equity and external financing</p> <p>5.3. Business cooperation</p> <p>5.4. State aids / Subsidies</p>
6	<p>Monitored development and presentation of a viability plan</p>

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Midterm presentations	Others	No	No	10,00
Viability project and presentation	Work	No	Yes	50,00
Test	Written exam	No	Yes	25,00
Monitoring	Others	No	No	15,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
It is necessary to be in a team and develop the business project to pass this course (the project cannot be developed individually during the term). Remedial exam (theoretical-practical exam) in September will be related to retrievable issues (75% of final mark). The student will re-take those activities (test, viability project and presentation) that have been previously failed.				
<b>Observations for part-time students</b>				
Part-time students, waiving continuous evaluation (within the first three weeks), will have to submit and present individually the viability project (55%) and take a theoretical / practical exam (45%). Wrong answers mark down in a test.				

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

- ADÁN, PABLO (2014). *Emprender con éxito. 10 claves para generar modelos de negocio*. SCLibro.
- CLAVER, PABLO (2013). *Yo también puedo emprender*. LID Editorial Empresarial S.L.
- HISRICH, ROBERT D.; PETERS, MICHAEL P. AND SHEPHERD, DEAN A. (2005). *Entrepreneurship. Emprendedores*. Sexta Edición. McGraw Hill
- NECK, HM. (2014). *Teaching entrepreneurship: a practice-based approach*. Cheltenham.
- NICHOLLS, A. (2013). *Social entrepreneurship: new models of sustainable social change*. Oxford University Press.
- OSTERWALDER, A., PIGNEUR, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley.
- VECIANA, JOSÉ MARÍA (2005). *La creación de empresas. Un enfoque gerencial*. Estudios económicos, N. 33, La Caixa.