

## SUBJECT TEACHING GUIDE

### 545 - Model of Technological Implementation

#### Master's Degree in Coasts and Ports Master's degree in integrated management of water systems

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Coasts and Ports Master's degree in integrated management of water systems			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	School of civil Engineering				
Discipline					
Course unit title and code	545 - Model of Technological Implementation				
Number of ECTS credits allocated	2	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. CIENCIAS Y TECNICAS DEL AGUA Y DEL MEDIO AMBIENTE				
Name of lecturer	PEDRO DIAZ SIMAL				
E-mail	pedro.diaz@unican.es				
Office	Edificio IH Cantabria. Planta: + 2. DESPACHO (228)				
Other lecturers	JOSE ANTONIO JUANES DE LA PEÑA FRANCISCO ROYANO GUTIERREZ				

3.1 LEARNING OUTCOMES
- Creation of a business plan
- Be familiar with financial instruments to analyze business viability
- Developing commercial level presentations
- Basic techniques for negotiation

#### 4. OBJECTIVES

To imbue the student with the commercial financial and communication attitudes necessary to guarantee the viability of a project

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	Development of an economic evaluation analysis of a project
2	Development of a financial viability plan for a business project
3	Development of a commercial presentation of the project for presentation to eventual financiers. Negotiation techniques

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Course work	Work	No	Yes	60,00
Comercial presentation of a project	Oral Exam	No	No	40,00
TOTAL				100,00
Observations				
Part-time students will receive specific attention via increased tutoring and time				
Observations for part-time students				
Part-time students will receive specific attention via increased tutoring and time				

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

Teaching Entrepreneurship A Practice-Based Approach  
Heidi M. Neck, Ph.D., Jeffrey A. Timmons Elgar pub.