

COURSE SYLLABUS

Academic Year: 2020/2021

Identification and characteristics of the course			
Code	401854	ECTS Credits	6
Course title (English)	Characteristics and Skills of the Entrepreneur		
Course title (Spanish)	Características y Habilidades del Emprendedor		
Degree programs	Master in Business Creation in Innovation		
Faculty/School	Faculty of Economics and Business		
Semester	1	Course type (compulsory/optional)	Compulsory
Module	Business Creation		
Subject matter	Characteristics and Skills of the Entrepreneur		
Lecturer/s			
Name	Room	E-mail	Web page
Manuela Caballero Guisado	248	manuelacaballero@unex.es	
Carlos Saldanha		casaldanha@unex.es	
Subject Area	Sociology Business Management		
Department	Business and Sociology Management		
Coordinator (Only if there is more than one lecturer)	Manuela Caballero Guisado		

Competencies*
COMPETENCIAS BÁSICAS: CB6, CB7, CB8, CB9, CB10
COMPETENCIAS GENERALES: CG3, CG6, CG7, CG8, CG9, CG10, CG12
COMPETENCIAS TRANSVERSALES: CT1, CT2, CT3, CT4, CT5, CT6, CT7, CT8
COMPETENCIAS ESPECÍFICAS: CE3, CE7, CE8, CE16, CE18
Contents
Course outline*
<p>The transformation of a business idea into a business project is a process that, in order to be successfully fulfilled, must be developed methodically and using the appropriate tools. This subject focuses on developing such support tools, with a focus on practice rather than technique. In particular, the topics that will cover the subject are the following:</p> <ul style="list-style-type: none"> ➤ Characteristics of the entrepreneur and determinants of entrepreneurial initiative and the success of new business projects ➤ Entrepreneurial skills and management by competences. ➤ Entrepreneurship ecology ➤ Advanced tools to support decision making under uncertainty. ➤ The nature and sequence of the born of a business.

* The sections concerning competencies, course outline, teaching activities, teaching methodology, learning outcomes and assessment methods must conform to those included in the ANECA verified document of the degree program.

- The transformation of a business idea into a business reality.

Course contents

Title of unit 1: Entrepreneur and entrepreneurship

Contents of unit

- 1.1 Concept and typologies of entrepreneur
- 1.2 Concept of entrepreneurship
- 1.3 Entrepreneurship as ideology
- 1.4 Tools and trends in research on entrepreneurs

Description of practical activities for unit 1:

Identify the type of entrepreneur and analyze the entrepreneurial process of large national and international companies

Title of unit 2: Characteristics of the entrepreneur. The personality enterprising

Contents of unit:

- 2.1 Theories of the entrepreneur
- 2.2 The individual perspective.
- 2.3 The structural perspective: social determinants of entrepreneurship
- 2.4 Entrepreneurs: the genre of entrepreneurship

Description of practical activities for unit:

- Reading and analysis of academic articles related to the theories of the entrepreneur
- Self-evaluation on entrepreneurial characteristics

Title of unit 3: Ecology of entrepreneurship. Entrepreneurs in diverse contexts

Contents of unit:

- 3.1 Entrepreneurship and intrapreneurship
- 3.2 Entrepreneurship and cultural diversity: ethnic entrepreneurship
- 3.3 Rural, urban and global entrepreneurship
- 3.4 Social entrepreneurship: moral entrepreneurship

Description of practical activities for unit:

Identification and analysis of entrepreneurship models in local, national and international companies.

Title of unit 4: The transformation of the idea into reality: The analysis of pre-feasibility

Contents of unit:

- 4.1.- The process of creating a company
- 4.2.- Pre-feasibility analysis.
- 4.3.- Analysis of demand.
- 4.4.- Analysis of resources.
- 4.5.- Analysis of entrepreneurial characteristics.
- 4.6.- Advanced tools to support decision-making

Description of practical activities for unit:

Pre-feasibility analysis of a business idea proposed by the students through the different tools developed on the topic: canvas model, the seven domains of attractive opportunities, search for sector and market data.

Title of unit 5: Entrepreneur skills and competency management

Contents of unit:

- 5.1.- Fundamentals and basic concepts of direction and leadership.
- 5.2.- Management management skills and competences.
- 5.3.- Interpersonal managerial skills and competence.
- 5.4.- Management by competences
- 5.5.- Critical success factors of an entrepreneurial initiative

Description of practical activities for unit:

- Analysis of global GEM (Global Entrepreneurship Monitor) reports, by country and specific to deepen the understanding of the entrepreneurial environment.
- Reading academic articles, technical reports, journalistic reports and current news that connect academic content with the reality of the business environment.

Educational activities *								
Student workload (hours per lesson)		Lectures	Practical sessions				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	25	10				2		15
2	25	10				4		15
3	25	8				4		15
4	40	6				5		25
5	35	6				5		20
Assessment **								
TOTAL ECTS	150	40				20		90

L: Lectures (100 students)
 HI: Hospital internships (7 students)
 LAB: Lab sessions or field practice (15 students)
 COM: Computer room or language laboratory practice (30 students)
 SEM: Problem-solving classes, seminars or case studies (40 students)
 SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)
 PS: Personal study, individual or group work and reading of bibliography

Teaching Methodology*
<p>Expository-participatory. Master classes on blackboard and / or with the support of audiovisual media in large groups.</p> <p>Seminars. Meetings whose objective is to carry out an in-depth study of certain subjects with a treatment that requires an interactivity between speaker and assistants.</p> <p>Non-classroom. Learning activity through the study of the subject, the analysis of documents and the elaboration of memories.</p>

Learning outcomes *
<ul style="list-style-type: none"> ➤ Identify the basic characteristics of the entrepreneur ➤ Know the sociological aspects related to entrepreneurship ➤ Perform a pre-feasibility analysis of a business idea ➤ Develop the capacity to launch a new business initiative ➤ Develop the ability to work in multidisciplinary teams

Assessment methods *
<p>CONTINUOUS EVALUATION MODALITY (students who attend regularly who cannot accumulate more than 4 absences without justification)</p> <p>The evaluation will be carried out on a 100 basis, based on the following components:</p> <ul style="list-style-type: none"> ➤ Participation with advantage in face-to-face classes, 10% ➤ Practical tests: seminars, viewing of experiences, etc., 10% ➤ Completion of course work and presentation, 15%

** Insert as many rows as necessary. For instance, you can include one row for a partial exam and another for the final exam.

- Individual tests (development, short answer, test type, problems, etc.) or being a combination of these, 65%

GLOBAL EVALUATION MODALITY (students who CANNOT attend class regularly)

The evaluation will be carried out on a 100 basis, based on the following components:

- Individual test 70%
- Individual work 30%.

International students

Lectures are in Spanish but the exams and tutorials may be done in English if the international students request it

Bibliography (basic and complementary)

BASIC BIBLIOGRAPHY:

Bueno, E. (2008). Curso Básico de Economía de la Empresa. Un enfoque de organización. 4ª Edición. Editorial Pirámide. Madrid.

Brunet, I. Alarcón, A. (2004), "Teorías sobre la figura del emprendedor", Papers, Revista de Sociología, Num 73, pp. 81-103

Dolan, S., Shuler, R. y Valle, R. (2003). La Gestión de los Recursos Humanos. Preparando Profesionales para el Siglo XXI. Editorial McGraw Hill.

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Jiménez, J.L.; Pérez, C.; De la Torre, A. (2009). Dirección Financiera de la Empresa. Teoría y Práctica. 2ª Edición. Editorial Pirámide. Madrid.

Marulanda, F.A., Valencia, I. Montoya, A., Vélez, J.M. (2014), "Aportes teóricos y empíricos al estudio del emprendedor" Cuadernos de Administración, Edición Vol. 30 N° 51, pp 89-99

Otero, M.A. (2007). Internacionalización: Cómo Iniciar la Expansión de su Empresa en el Mercado Internacional. Netbiblo, D.L.

Ruef, M., Lounsbury, M. eds. (2007) The sociology of entrepreneurship. Research in the Sociology of Organizations 25. Amsterdam, Boston, and Oxford, Elsevier

Sánchez, R.; González, J. (2012). Administración de Empresas. Objetivos y Decisiones. Editorial McGraw Hill. Madrid.

Thornton, Patricia (1999), The Sociology Of Entrepreneurship, Annual Revue of Sociology, Num 25, pp19-46.

COMPLEMENTARY BIBLIOGRAPHY:

Bryant, C. R. (1989) "Entrepreneurs in the rural environment", Journal of Rural Studies, num 5, pp 337-348.

Carroll, G., Oiga K. (2005), The ecology of entrepreneurship. In Handbook of entrepreneurship research: Disciplinary perspectives. Edited by Sharon A. Alvarez, Rajshree Agarwal, and Olav

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Chandler, Alfred (1992), "The Emergence of Managerial Capitalism," The Sociology of Economic Life, Mark Granovetter and Richard Swedberg, eds., 1992. Pp. 131 – 158

Checa, J.C., Arjona A. (2005) "Emprendedores étnicos en Almería, ¿una alternativa laboral a la segmentación del mercado de trabajo?", Sociología del Trabajo, num 54, pp 101-125.

Contín, I., Larraza, M., & Mas, I. (2007). Características distintivas de los emprendedores y los empresarios establecidos: evidencia a partir de los datos de REM Navarra. Revista de Empresa, (20), 10-19.

Fuentes, F., y Sánchez, S. (2010). Análisis del perfil emprendedor: una perspectiva de género. Estudios de Economía Aplicada, 28 (3), 1-28.

Krugman, P. y otros. Fundamentos de Economía. Editorial Reverté. 2008.

Maslow, A. (1969). A theory of human motivation, en Shafritz, J.M., Steven-Ott, J., & Jang, Y.S.(Ed.). Classics of organization theory (pp. 167-178). Belmont, USA: Thomson Wadsworth,

McClelland, D. (1968). La sociedad ambiciosa, Ed. Guadarrama, Madrid

McClelland, D. (1989), Estudio de la motivación humana, Narcea, Madrid

- Pfeilstetter, R. (2011), "El emprendedor. Una revisión crítica sobre usos y significados del concepto", *Gazeta de Antropología*, 2011, 27 (1), artículo 16
<http://hdl.handle.net/10481/15684> Versión HTML.
- Sastre, M.A. y Aguilar, E.M. (2003). Dirección de Recursos Humanos. Un enfoque estratégico. Editorial McGraw Hill.
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- Shim, J.K.; Siegel, J.G. (2004). Dirección Financiera. 2ª Edición. Editorial McGraw Hill. Madrid
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- Swedberg, R. (2006) "Social entrepreneurship: the view of the young Schumpeter", en Chris Steyaert y Daniel Hjorth (coord.), *Entrepreneurship as social change: third movements in entrepreneurship book*. Cheltenham, Edward Elgar Publishing, pp 21-34.

Basic English References for Incoming Students

- GEM (2019): Global Entrepreneurship Monitor 2018/2019. Available at:
<https://www.gemconsortium.org/report/gem-2018-2019-global-report>.
- Osterwalder, A. & Pigneur, Y. (2010): *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley: New Jersey.
- Reynolds, A. (1991) "Sociology and Entrepreneurship. Concepts and Contributions" Baylor University, pp. 47-70
- Ruef, M., Lounsbury, M. eds. (2007) *The sociology of entrepreneurship. Research in the Sociology of Organizations* 25. Amsterdam, Boston, and Oxford, Elsevier.
- Shaker, Z & Wright, M. (2015) "Understanding the social role of entrepreneurship". ERC Research Paper, N° 33.
- Thornton, Patricia (1999), *The Sociology Of Entrepreneurship*, *Annual Review of Sociology*, Num25, pp19-46.

Other resources and complementary materials

- Global Entrepreneurship Monitor. GEM <http://gemconsortium.org>
- Cámaras de Comercio: <http://www.camaras.org>
- Revista Emprendedores: <http://www.emprendedores.es>
- Uex.dEmprendimiento: <https://sites.google.com/site/uexpuntodemprendimiento>