

## What is the *mEIS*?



### Objectives

The main objective of *mEIS* is to provide the basic competences, both specific and transversal, for the creation and management of innovative projects, particularly projects with social impact.

The *Minor* provides the necessary tools to generate creative initiatives as well as the knowledge for the analysis of feasibility an implementation of an entrepreneurial project that fulfils mainly social purposes.

### Student profile

The *mEIS* is aimed at students of any UAB degree who wish to complete their basic training with an entrepreneurship approach, especially focusing on the creation and management of innovative social projects.

No previous knowledge in this field is needed to enroll in the *Minor*.

International, **several subjects are in English.**



### More information and contact

*Interested persons please send an email to:*

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[Web mEIS](#) 

**UAB**  
Universitat Autònoma  
de Barcelona



**Facultat**  
d' Economia i Empresa  
**UAB**

## Minor in Entrepreneurship and Social Innovation (*mEIS*)



Number of credits: 30 ECTS

Available places: 20

## Main specific competencies

- ✓ Demonstrate creative thinking capacity and application in the generation of entrepreneurial ideas.
- ✓ Demonstrate the ability to analyze the feasibility of entrepreneurial projects.
- ✓ Demonstrate the ability to communicate effectively in different contexts.
- ✓ Demonstrate that the structure and functions of the technological context are known, as well as the usual social networks related to the business (and organizational) world.

## Principales competencias transversales

- ✓ Ability to adapt to changing environments.
- ✓ Work as a team and be able to argue your own proposals and reasonably validate or reject other people's arguments.
- ✓ Respect the diversity and plurality of ideas, people and contexts.
- ✓ Demonstrate awareness of social innovation and sustainable development.

## Study Plan

To obtain the *mEIS* it will be necessary to take 30 ECTS of the total offer of 72 ECTS (each subject is 6 ECTS). Of these 30 credits, it is recommended to take the **basic subjects of the Minor\*** and take the remaining 6 credits from one of the other subjects offered.

Code	Subject	Semester		Faculty
		1st	2nd	
102364	*Entrepreneurship	x		Economics and Business Studies
102355	*Market Research I (in English)		x	Economics and Business Studies
103146	*Creative Advertising		x	Communication Studies
101123	*Management of Social Intervention Projects II		x	Political Science and Sociology
102341	Introduction to Economics (in English)	x		Economics and Business Studies
101088	Professional Skills		x	Political Science and Sociology
102143	Business Economics I (in English)	x		Economics and Business Studies
102392	Operations Management II	x		Economics and Business Studies
101129	Environmental Sociology		x	Political Science and Sociology
101137	Sociology of Communication		x	Political Science and Sociology
102280	Gender and Law		x	Law
102752	Information Systems	x		School of Engineering

Together with the collaboration of the Social Council, the participating Faculties, each providing its own vision of entrepreneurship and social innovation, are as follows:

- Faculty of Economics and Business Studies
- Faculty of Political Science and Sociology
- Faculty of Communication Studies
- Faculty of Law
- School of Engineering

### Process

Pre-registration

[Via Website](#) 

## Subject description:

### Entrepreneurship

Understand the entrepreneurial process, entrepreneurs' characteristics and which resources are needed to undertake. Development of a business plan.

### Market Research I (in English)

Learn how to use the commercial research projects as a tool for obtaining information, in order to reduce the uncertainty inherent to any decision-making process in business.

### Creative Advertising

Know about and how to apply the concept of advertising creativity. Create an advertising graphic.

### Management of Social Intervention Projects II

Design, management, implementation, coordination and evaluation of social intervention projects. Design of a social intervention project.

### Introduction to Economics (in English)

Introduce the concepts and basic methodology used in the economic analysis, both in terms of microeconomics and macroeconomics.

### Professional Skills

Create and make effective speeches, working from a marketing approach and with rhetoric, argumentation and oratory techniques.

### Business Economics I (in English)

Introduce the basic concepts of business management and understand how they interact to create corporate value and its subsequent distribution.

### Operations Management II

Show the concepts and techniques used within the area of operations and learn about the computer tools for project management.

### Environmental Sociology

Reflect on environmental risks, their social and political implications, and the main debates related to their management and governance. Analysis of an environmental conflict.

### Sociology of Communication

Introduction to the main theories of communication, study the role and social logic of the main mass media. Make a communication plan.

### Gender and Law

Argue with a critical conscience about issues related to equality between men and women, from a legal perspective.

### Information Systems

Know what a computerized information system is, how it can be used in organizations to obtain a series of continuous improvements, and how to achieve a high level of competitiveness and quality.