

Subject Study guide “Business Start-Up and Innovation”

1. IDENTIFICATION

- ✓ **Subject name:** Business Start-Up and Innovation
- ✓ **Code:** 101212
- ✓ **Degree:** Bachelor's Degree in Tourism
- ✓ **Academic course:** 2018-19
- ✓ **Subject type:** Elective
- ✓ **ECTS Credits (hours):** 3 (75)
- ✓ **Teaching period:** 1st Semester
- ✓ **Teaching language:** English
- ✓ **Professor:** Sebastian Aparicio
- ✓ **Email:** Sebastian.aparicio@uab.cat

2. PRESENTATION

This subject is part of a series of courses taught in the Bachelor's Degree in Tourism, which are related to business management. Nonetheless, this subject is transversal to the contents of entrepreneurship, and particularly of new business formation and innovation within the context of the tourism sector.

The subject is more focused on practical issues, and it seeks to apply the theoretical contents of entrepreneurship and innovation through exercises, applied cases, as well as other complementary activities for entrepreneurship.

3. EDUCATIONAL GOALS

By the end of this course, the student will be able to:

1. To know the more relevant theoretical models and the key concepts of entrepreneurship, new business formation and innovation.
2. To know the new business creation process: from the idea identification through the entrepreneurial project.
3. To be able to identify and understand the different resources necessary for the development and progression of any business.
4. To know the characteristics of a successful entrepreneur and how to identify, acquire, and implement personal disciplines and behaviors.
5. To understand and apply knowledge acquired during the course to carry out an entrepreneurial project.

4. SKILLS AND LEARNING OUTCOMES

CT1. To develop learning capacity in an autonomous way.

CT4. To make use of the communication skills at all levels.

CT5. To make decisions under uncertainty context, as well as be able to assess and predict the consequences of these decisions in the short-, medium- and long-term.

CT10. Work in a team setting.

CT13. To have business vision, capture the customer necessities and anticipate the possible contextual changes.

5. TOPIC AND CONTENT

1. ENTREPRENEURIAL MINDSET AND ATTITUDES TOWARD ENTREPRENEURIAL ACTIVITY (4 hours)

The relevance of entrepreneurship nowadays

SMEs and new ventures in the economy. Business structure and demography.

Manifestations of entrepreneurship

An approach to the research of entrepreneurship: GEM project

Entrepreneurship in the tourism sector

2. THE ENTREPRENEURIAL PROCESS (4 hours)

Phases and elements: entrepreneurship, the idea, the project and the resources

Conditioning factors for entrepreneurship. The institutional theory and the system thinking

The entrepreneurial planning and process

Myths and realities about entrepreneurial activity

Specific characteristics of entrepreneurial process in the tourism sector

3. ENTREPRENEURSHIP AS A PROTAGONIST OF THE ENTREPRENEURIAL ACTIVITY (4 hours)

The entrepreneur: in search of a definition

The entrepreneur and the entrepreneurial team

Entrepreneurial skills

The socio-demographic characteristics of entrepreneurs

The specialization of tourism entrepreneurs

4. FROM THE IDEA THROUGH THE ENTREPRENEURIAL OPPORTUNITY. THE ROLE OF CREATIVITY (4 hours)

The creativity within new business formation

Innovation

The business idea

The business opportunity

Creativity and tourism

5. THE RESOURCES IN THE ENTREPRENEURIAL PROCESS AND THE FAILURE/SUCCESS BUSINESS FACTORS

(4 hours)

The importance of resources in the entrepreneurial process

The financial resources and the entrepreneurial social network

The information as a key business resource

The entrepreneurial failure and success

Entrepreneurial resources, failure and success factors in the context of new tourism business

6. THE BUSINESS PLAN (4 hours)

The utility of a business plan, contextual analysis, and the marketing plan

Production and operations plan

Organization, human resources and legal-fiscal plan

Financial-economic plan

The details of the business plan for the case of tourism sector businesses

6. RECOMMENDED BIBLIOGRAPHY

- HISRICH, R. D., PETERS, M. P., & SHEPHERD, D. A. (2017): Entrepreneurship. New York: McGraw Hill.
- FERNÁNDEZ, J. et al. (2000): Manual para la creación de empresas. Cómo emprender y consolidar un proyecto empresarial, Madrid: Edisofer.
- GONZÁLEZ, F.J. (2000): Creación de empresas. Guía para el desarrollo de iniciativas empresariales, Madrid: Pirámide.
- MAQUEDA, F.J. (1991): Creación y Dirección de Empresas, Edit. Ariel.
- KIRBY, D. (2002): Entrepreneurship. Maidenhead. MCGraw-Hill.
- URBANO, D. & TOLEDANO, N. (2008): Invitación al emprendimiento: Una aproximación a la creación de empresas. Editorial UOC.
- URBANO, D., & RODRIGUEZ, L. (2010): Guía para la elaboración de un plan de empresa. Departament de Treball. Generalitat de Catalunya (English version).

Other support material in digital format, as well as websites links will be posted at Campus Virtual.

7. TEACHING METHODOLOGY

The subject is taught based on three teaching-learning methodologies:

a) Methodology of the theory:

Lecturer classes will be taught regarding the different topics of the subject. In some cases, media content will be used (i.e. videos supporting the theory, Power Point slides, etc.)

b) Methodology of the applied cases:

There will be presentation and implementation of exercises and applied cases (either individually or in group work) related to the theoretical explanations (some exercises will be out of class). Also, an entrepreneurial project within the context of the tourism sector will be developed.

c) Methodology on line (Campus Virtual):

The Campus Virtual platform will be used as a complement of information and alternative way of communication between the Professor and students. Within the Campus Virtual will be found the summarized syllabus, theoretical complementary material in digital format, exercises and cases, website links, etc.

TRAINING ACTIVITIES

Type	Activity	Hours	LEARNING RESULTS
Lectures	Theoretical classes	16	CE11.1., CE11.2., CT5, CT13
	Solving applied cases	6	CE12.1., CE12.2., CT5, CT13
	Public presentation of assignments	2	CE11.1., CE11.2., CT4
Advisory activities	Advisory sessions	12	CE11.1., CE11.2.
Autonomous activities	Solving applied cases	6	CE11.1., CE11.2., CE12.1., CE12.2., CT1
	Assignments	20	CE11.1., CE11.2., CE12.1., CE12.2., CT1, CT10
	Readings and class notes	13	CE11.1., CE11.2., CE12.1., CE12.2., CT1
TOTAL		75	

8. ASSESSMENT SYSTEMS

The assessment of this subject will be:

- a) The realization and presentation/discussion of exercises and cases either individually or in group work, in attended class and out of class (online) during the course, and no later than the arranged date. These activities will be **15 % of the final grade**.
- b) The development of an entrepreneurial project and entrepreneurial activities within the context of the tourism and hospitality sector (for example: CIEU Award to the “most entrepreneurial idea”, “business plan”, “One day as an entrepreneur” project, “Entrepreneurial attitudes”). This activity will be **45 % of the final grade**.
- c) The realization of an exam, which will be **40 % of the final grade**, and will include both the theory and the applied exercises and cases taught in class (5% of the total of this part could be self-assessment by the student).

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	LEARNING RESULTS
Entrepreneurial projects and activities	45 %	30	1,2	CE11, C12, CT1, CT4, CT5, CT10, CT13
Exam	40 %	2	0.08	C11, C12, CT4, CT5
Presentations, homework, assignments, etc.	15 %	15	0,6	CE11.1., CE11.2., CE12.1., CE12.2., CT1, CT10

To obtain an acceptable average score in the final grade, at least 4 of 10 must be obtained in each of the three parts mentioned above (Assessment).

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	-Subject introduction (objectives, methodology, assessment, final project, etc.) 1. Entrepreneurial mindset and attitudes toward entrepreneurial activity	-Lecture -Exercises	2
2	1. Entrepreneurial mindset and attitudes toward entrepreneurial activity	-Lecture -Exercises	2
3	ADVISORY SESSION	-Project preparation: Great Party -Project preparation: The most entrepreneurial idea	2
4	2. The entrepreneurial process	-Lecture	2
5	2. The entrepreneurial process	-Lecture -Exercises	2
6	3. Entrepreneurship as a protagonist of the entrepreneurial activity	-Lecture -Exercises	2
7	3. Entrepreneurship as a protagonist of the entrepreneurial activity	-Lecture -Assignment release. Project preparation: Knowing a role model	2
8	4. From the idea through the entrepreneurial opportunity. The role of creativity	-Lecture -Exercises	2

WEEK	TOPIC	METHOD	HOURS
9	4. From the idea through the entrepreneurial opportunity. The role of creativity	-Lecture	2
10	5. The resources in the entrepreneurial process and the failure/success business factors	-Lecture -Exercises	2
11	5. The resources in the entrepreneurial process and failure/success business factors 6. The business plan	-Lecture -Exercises	2
12	6. The business plan	-Lecture -Exercises	2
13	6. The business plan -Conclusions of the subject -Review of the topics -Simulation of exam	-Lecture -Exercises	2
14	Exam		2

10. ENTREPRENEURSHIP AND INNOVATION

The issues related to entrepreneurship and innovation are of great importance for the focus and contents of this subject. In addition, these issues are applied through the development of several entrepreneurial activities.

On the one hand, we propose the creation of an entrepreneurial project in the context of the tourism sector (see section 7 "Teaching methodology"). The activity titled "One day as an Entrepreneur" project is carried out by all enrolled students in this subject, who in work group develop both a business plan and business creation.

On the other hand, an individual exercise interviewing one entrepreneur in the tourism sector and the subsequent analysis must be done (see section 7 "Teaching methodology"). This includes the questionnaire design, interview, and the analysis of results.

Finally, related to the subject assessment, there is one part of the final exam (5%) that deals with the self-assessment done by the student him/herself (see section 8 "Assessment Systems"). The purpose of this is to encourage competences of responsibility, decision-making, and entrepreneurial attitudes in general.