



centro adscrito a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

GRADO EN CIENCIAS Y TECNOLOGÍAS APLICADAS AL DEPORTE Y AL ACONDICIONAMIENTO FÍSICO

**GUÍA DOCENTE de LIDERAZGO,
EMPRENDIMIENTO Y CREACIÓN DE
EMPRESAS
TERCER CURSO, PRIMER CUATRIMESTRE
2022-2023**

IDIOMA DE IMPARTICIÓN DE LA ASIGNATURA: INGLÉS

DATOS GENERALES

Nombre Asignatura:	Liderazgo, emprendimiento y creación de empresas en el deporte
Código:	801739
Curso:	2022-23
Titulación:	Grado en Ciencias y Tecnologías Aplicadas al Deporte y al Acondicionamiento Físico
N.º de créditos (ECTS):	6
Requisitos:	Sin requisitos previos
Ubicación en el plan de estudios:	Tercer curso, primer cuatrimestre
Fecha de la última revisión:	Septiembre de 2022
Profesor Responsable:	Josep María García Sala

1 GENERAL DESCRIPTION

In the following subject participants will acquire state of the art methodologies to develop and validate business ideas. The subject will introduce a complete overview on an start-up cycle, from foundation to bankruptcy.

2 GENERAL OBJECTIVES

What does means entrepreneurship and start-up?

How can you define a business opportunity?

Does value proposition matters?

Can I boost my company growth?

Which are key methodologies to boost innovation?

What does go to market strategy matters?

How can you fund your ideas?

Which are the legal procedures on a star-up company?

3 CONTENIDOS

BLOCK 1: VALUE IDENTIFICATION

CHAPTER 1: What does mean being a Entrepreneur?

Learning Outcomes

All participants will understand the basic skills of an entrepreneur, soft and hard skills to start endeavouring new ideas.

Content

The entrepreneur role

Pattern identification & Value assessment.

Project set-up and leadership

Critical Thinking.

Presentation and Communication Skills.

CHAPTER 2: Innovation

Learning Outcomes

Participants will be introduced to main innovation methodologies to identify future business ideas.

Content

What is innovation?

Disruptive Innovation

The entrepreneurship Path

Open Innovation

Blue Ocean Strategy

Investment & Innovation value

BLOCK 2: VALUE CREATION

CHAPTER 3: Generating Business Ideas

Learning Outcomes

After the chapter the participants will be able to understand the concepts of value proposition, business model validation on the premises of user centered design.

Content

What is a Start-Up vs. Small business

Value Proposition Design

Lean Start-Up

Testing Business Ideas

Testing Competitive Advantage

Business value vs. Product Design

CHAPTER 4: Investment Readiness

Learning Outcomes

The participants will be capable to prepare proposals for private and public funding. Key ways for financing a start-up.

Content

Financial sheet

Investment needs

Funding options

Investment Deck

Proposal preparation

Pitch Deck / **Storytelling**

Business Strategy

Project control & KPI

BLOCK 3: GROWTH MANAGEMENT

CHAPTER 5: Integrated Innovation Methodologies

Learning Outcomes

After the course a summary will be presented proposing the right methodology in the right time to validate value proposition, product market fit and go to market strategy.

Content

Invincible Company

Ignite Methodology

Lean Canvas path

CHAPTER 6: Legal Procedures

Learning Outcomes

After the course participants will know basic legal knowledge on the entrepreneurial process from foundation to cash-out or bankruptcy.

Content

NDA

Letter of Intend

Memorandum of Understanding

Partnership Agreement

Foundation process

Service Contract

Selling your company & Due diligences

Bankruptcy process

4 LEARNING METHODOLOGY

Highly participative class combining methodologies of:

- Case based learning
- Problem based learning
- Project based learning

Participants will work individually and in groups. The most interesting part of the subject will be a 4 month joint work developing your own business idea, from conception to validation.

5 EVALUATION

In accordance with the Bologna Plan, the model rewards the constant and continuous effort of the student body. 40% of the mark is obtained from the continuous evaluation of the directed activities and the remaining 60%, from the final face-to-face exam. The final exam has two calls.

The final grade for the course (NF) will be calculated using the following formula:

- $NF = \text{Final Exam Mark} \times 60\% + \text{Continuous Assessment Mark} \times 40\%$
- Minimum mark of the final exam to calculate the NF will be 40 points out of 100.
- The subject is approved with an NF equal to or greater than 50 points out of 100.

Practices carried out in classes: %

Online tests: %

Others: %

Exam: 60%

Tipo de actividad	Descripción	% Evaluación	
Entregas:			40%
	ENTREGA: TRABAJO - BLOCK 1 CHAPTER 1	15%	
	CUESTIONARIO - BLOCK 1 CHAPTER 2	5%	
	ENTREGA: TRABAJO - BLOCK 2 CHAPTER 3	5%	
	PRUEBA ESCRITA - BLOCK 2 CHAPTER 3	15%	
	ENTREGA: OTROS - BLOCK 2 CHAPTER 4	15%	
	ENTREGA: TRABAJO 2 - BLOCK 2 CHAPTER 4	10%	
	ENTREGA: TRABAJO - BLOCK 3 CHAPTER 3	15%	
	ENTREGA: TRABAJO - BLOCK 3 CHAPTER 5	5%	
	PRUEBA ESCRITA - BLOCK 3 CHAPTER 6	15%	
Examen final			60%
	Examen final	100%	

6 BIBLIOGRAPHY

BASIC BIBLIOGRAPHY

Alexander Osterwalder, Frederic Etienne, Alan Smith, Yves Pigneur: The Inevitable Company, Willey 2020

David J. Bland, Alexander Osterwalder, Testing Business Ideas, Willey 2020

School, Jeane Liedtka and Tim Ogilvie (2010), Designing for Growth: A Design Thinking Tool Kit for Managers, Columbia Business

Paul Harris (2011) Design Thinking; Gavin Ambrose, AVA Publishing

Tim Brown (2009) Change by Design, , Harper Business.

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Harvard Business Review "Should You Listen to The Customer?", 2012
California Management Review "Organizational DNA for Strategic Innovation", 2005
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Eric Ries (2013), El método Lean StartUp: Cómo crear empresas de éxito usando la innovación,
Deusto
Alexander Osterwalder & Yves Pigneur (2011), Business Model Canvas, Willey 2011
Dan Roam (2008), Tu mundo en una Servilleta: Resolver problemas y vender ideas Mediante
dibujos, Portfolio.
Dave Gray, Sunni Brown, James Macanufo (2010) Gamestorming: A Playbook for Innovators,
Rulebreakers and Changemakers, , O' Relly
School, Jeane Liedtka and Tim Ogilvie (2010), Designing for Growth: A Design Thinking Tool Kit for
Managers, Columbia Business
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WEBGRAPHY / BLOGS

<https://javiermegias.com/blog/>

<http://theleanstartup.com/>

<http://catempren.gencat.cat/ca/inici>

<https://steveblank.com/>