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UNIVERSITAT POLITÈCNICA
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GLOBAL EXECUTIVE MASTER IN BUSINESS ADMINISTRATION

TEACHING GUIDE FOR ENTREPRENEURSHIP [2023-24]

GENERAL DETAILS

Course name:	ENTREPRENEURSHIP
Academic year:	2023-24
Degree:	Global Executive Master in Business Administration
Number of credits (ECTS):	5
Date of latest revision:	May 2023
Lecturers in charge:	Raul Sanchez Adell

1. GENERAL DESCRIPTION

The entrepreneurship course provides students with a solid foundation of knowledge and skills to understand and develop entrepreneurial projects in today's business context. Throughout the course, various essential topics related to entrepreneurship and startups are explored.

The entrepreneurial ecosystem will be analyzed in depth, examining the figure of the entrepreneur and the leadership characteristics necessary to achieve success in this field. Students will acquire knowledge about the creation of startups, from the initial ideation stage to the growth phase. They will be provided with a solid understanding of designing effective business models and identifying and developing a minimum viable product (MVP). In addition, strategies for accessing funding will be explored and tools will be provided to understand and use key metrics in monitoring and evaluating the progress of entrepreneurial projects.

One prominent theme explored in the course is social and ethical entrepreneurship. Students will explore the importance of social and ethical responsibility in entrepreneurship, examining concepts such as business ethics, corporate social responsibility, and social impact measurement.

With a practical approach and analysis of real cases, students will acquire a deep understanding of how to integrate social and ethical considerations into their entrepreneurial projects. Reflection on values and integrity in business will be encouraged, as well as the identification of opportunities to generate positive change in society through entrepreneurial activity.

2. OBJECTIVES

- Understand the fundamentals of entrepreneurship and the characteristics of the current entrepreneurial ecosystem, including the figure of the entrepreneur and the necessary leadership skills.
- Explore the process of creating a startup, from idea generation to the growth phase, with emphasis on business model design and minimum viable product (MVP) development.
- Analyze the investment ecosystem and gain knowledge on tools and strategies to access funding and understand the key metrics used to evaluate the progress and success of entrepreneurial projects.
- Know the platform economy and understand the role of digital platforms, their business models, the services they offer and the associated responsibilities.
- Explore social and ethical entrepreneurship, including topics such as business ethics, corporate social responsibility, and social impact measurement.
- Develop skills to identify entrepreneurial opportunities with a social and ethical approach, promoting the generation of a positive impact on society.
- To encourage reflection on values and integrity in business, promoting the integration of social responsibility in the entrepreneurial business model.
- Analyze case studies of social entrepreneurship and discuss ethical challenges in entrepreneurship, through debates and examples that promote ethical decision making in business.

3. CONTENTS

UNIT I. STARTUP ECOSYSTEM

UNIT II. DIGITAL PLATFORMS AND MONETIZATION

UNIT I. STARTUP ECOSYSTEM

Learning outcomes

After studying the topics in the unit and completing exercises, the student will be able to:

- Identify the different methodologies for the creation and launch of a startup from its ideation to the so-called growth phase.
- Develop a viable financial plan for raising capital.
- Identify and analyze ethical dilemmas and social challenges in the business context, as well as to integrate social and ethical considerations in the conception and design of entrepreneurial projects.
- Evaluate and communicate the social impact of entrepreneurial projects, reflect on their values and integrity in business, and identify opportunities to generate positive change in society through entrepreneurial activity.

TOPIC 1. KEY ELEMENTS TO CREATE A STARTUP

Content

- 1.1 Key aspects for creating a startup.
- 1.2 The Business Model.
- 1.3 The Business Model Canvas.
- 1.4 Minimum Viable Product: Tools to evaluate the first version of your startup.
- 1.5 Financial plan and key metrics.

TOPIC 2. STARTUP GROWTH AND FUNDING

Content

- 2.1 Startup life cycle.
- 2.2 Startup funding: Investor ecosystem.
- 2.3 Elevator Pitch.
- 2.4 Investment Deck.

TOPIC 3. SOCIAL AND ETHICAL ENTREPRENEURSHIP

Content

- 3.1 Introduction to social and ethical entrepreneurship
- 3.2 Business Ethics and Social Responsibility.
- 3.3 Measuring social impact.
- 3.4 Ethics and Values in Business.

UNIT II. DIGITAL PLATFORMS AND MONETIZATION

Learning outcomes

After studying the topics in the unit and completing exercises, the student will be able to:

- Design the architecture of digital platforms, including the different sides, network effects and switching costs.
- Launch and monetize a platform effectively, and analyze the key strategies used by both established players and new market entrants.
- To explore, through the analysis of real cases, the strategic dilemmas faced by the platforms, thus obtaining a practical vision of this topic.

TOPIC 4. PLATFORM ECONOMICS: DESIGN, MONETIZATION AND STRATEGIES

Content

- 4.1 Architecture and components of digital platforms.
- 4.2 Types of platforms and distinctive characteristics.
- 4.3 Competition and cooperation between platforms.
- 4.4 Dilemmas in Platform Design.
- 4.5 Monetization of digital platforms.

4. TEACHING AND LEARNING METHODOLOGY

The Global Executive Master in Business Administration (GEMBA) is organized in such a way that students can acquire knowledge from different subjects, apply it in practice, and develop a proactive attitude and critical thinking towards them.

The virtual program offers a flexible and progressive curriculum that allows participants to choose their learning pace. Due to this, the teaching methodologies employed are:

LEARNING RESOURCES. This space provides the main materials for each subject, as well as other sources of information relevant to the study. While each student sets their own study pace, a suggested timeline is provided to adequately follow the assessment established for the subject.

MICRO LEARNING. Audiovisual materials that introduce, complement, or expand on key concepts in a simple and practical manner.

LEARNING CHALLENGES | LEARNING BY DOING. Learning oriented towards solving real practical cases that encourage the practical application of theoretical content covered in different blocks of each subject. The resolution of these business scenarios is presented to verify that the objectives of the subject have been achieved.

FORUM. A consultation space for students to clarify any concepts that may not have been clear during individual study or work on the subject.

DEBATES. A discussion space promoted by the faculty to comment on current topics.

MASTERCLASS. Sessions delivered in streaming format by expert professionals, aimed at delving into specific topics within the business field, applying theoretical knowledge to practical situations, and promoting learning.

5. ASSESSMENT

The Global Executive Master in Business Administration is based on a competency-based assessment model, in which the student's progress in achieving the objectives set in the master's program is evaluated. It relies on validating the knowledge acquired through tests and learning challenges.

- **TESTS.** At the end of each unit corresponding to a course, the student will demonstrate the assimilation of the contents by completing a multiple-choice test.
- **LEARNING CHALLENGES.** This involves the analysis, reflection, and resolution of real practical cases individually, contributing to business decision-making. The situations presented aim to contextualize the training activities and are based on competencies and learning outcomes to be achieved.

The final grade for each course is obtained by adding the arithmetic mean of the scores from the tests and learning challenges. The grade will be expressed, for each student, on the following scale, with the corresponding qualitative grade mention:

- 0-49: Fail
- 50-69: Pass
- 70-89: Good
- 90-100: Excellence/ Distinction

Failing a course prevents the attainment of the Master's degree; therefore, the student must re-enroll in that subject.

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

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