



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

Course: BUSINESS VENTURING

Type: ELECTIVE

Degree: 320 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CR)

Center: 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL

Year: 4

Main language: English

Use of additional languages:

Web site:

Code: 54354

ECTS credits: 6

Academic year: 2022-23

Group(s): 20 29

Duration: First quarter

Second language:

English Friendly: Y

Bilingual: N

Lecturer: **MANUEL VILLASALERO DIAZ** - Group(s): **20 29**

Building/Office	Department	Phone number	Email	Office hours
Parainfo/Module D, Office 3	ADMINISTRACIÓN DE EMPRESAS	+34 926 05 25 18	manuel.villasalero@uclm.es	Tutorials by appointment on request to the professors' emails.

### 2. Pre-Requisites

There are no mandatory prerequisites for the course entitled 'Business Venturing.' Still, it is recommended to have taken courses on strategic management, such as 'Strategic Management' and 'Growth Strategies.' They could be followed concurrently within the first semester of the same academic year. As a note on important related information, considering that these courses are taught in English, if the student passes at least two of the three, the B1 level of English will be recognized.

### 3. Justification in the curriculum, relation to other subjects and to the profession

The justification for taking this course on 'Business Venturing' is motivated by the need to provide students with the knowledge and skills to design a business plan and to be able to implement it, taking into account its feasibility, its adaptation to market opportunities and its acceptability in terms of profitability, risk and ethical criteria. Self-employment is an alternative for the professional future of graduates and an option that implies that the student is willing to become an entrepreneur in the short to medium term and ready to take risks associated with doing so. Fostering an entrepreneurial culture consisting of the ongoing identification of business opportunities and the quick actions undertaken to exploit them is crucial for likely entrepreneurs and managers alike, especially for those serving in fast-changing, technological environments and dynamic, diversified, multinational companies.

### 4. Degree competences achieved in this course

#### Course competences

Code	Description
E01	Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E04	Incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G02	Ability to understand the ethical responsibility and the code of ethics of professionals working in the field of economics. To know and apply the legislation and recognition of human rights and questions of gender equality.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.

### 5. Objectives or Learning Outcomes

#### Course learning outcomes

Description

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Work out problems in creative and innovative ways.

#### Additional outcomes

Develop a business project that includes planning its strategic, commercial, technical, human resource management and financial aspects.

Expose clearly a business project synthesizing its strong points in terms of its strategic adequacy, feasibility and acceptability criteria.

Develop skills to search for business opportunities and information to select the legal form, the types of contracts and the financing most in line with the idea chosen and the kind of activity to be carried out by the company.

### 6. Units / Contents

#### Unit 1: Entrepreneurship and SMEs

- Unit 2: Business ideas
- Unit 3: Business models
- Unit 4: Business plan I
- Unit 5: Business plan II
- Unit 6: Business plan III
- Unit 7: Venture creation
- Unit 8: Venture growth

7. Activities, Units/Modules and Methodology							
Training Activity	Methodology	Related Competences	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 G01	0.64	16	N	-	
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E01 E02 G01 G03	0.64	16	N	-	
Project or Topic Presentations [ON-SITE]	Lectures	G03	0.64	16	Y	Y	
Final test [ON-SITE]	Assessment tests		0.08	2	Y	Y	
Other off-site activity [OFF-SITE]			0.4	10	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 E04 G01	1	25	N	-	
Writing of reports or projects [OFF-SITE]	Self-study	E01 E02 E04 G03	2.6	65	Y	Y	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2</b>			<b>Total class time hours: 50</b>				
<b>Total credits of out of class work: 4</b>			<b>Total hours of out of class work: 100</b>				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Other methods of assessment	70.00%	70.00%	Assignment consisting of a business plan that will have to be presented orally.
Final test	30.00%	30.00%	There will be a multiple-choice exam on the contents of this course.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Project or Topic Presentations [PRESENCIAL][Lectures]	16
Final test [PRESENCIAL][Assessment tests]	2
Other off-site activity [AUTÓNOMA]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
Writing of reports or projects [AUTÓNOMA][Self-study]	65
Unit 1 (de 8): Entrepreneurship and SMEs	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
Unit 2 (de 8): Business ideas	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
Unit 3 (de 8): Business models	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
Unit 4 (de 8): Business plan I	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
Unit 5 (de 8): Business plan II	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2

<b>Unit 6 (de 8): Business plan III</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
<b>Unit 7 (de 8): Venture creation</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
<b>Unit 8 (de 8): Venture growth</b>	
<b>Activities</b>	<b>Hours</b>
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	16
Project or Topic Presentations [PRESENCIAL][Lectures]	16
Final test [PRESENCIAL][Assessment tests]	2
Other off-site activity [AUTÓNOMA]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	25
Writing of reports or projects [AUTÓNOMA][Self-study]	65
Class Attendance (theory) [PRESENCIAL][Lectures]	16
<b>Total horas: 150</b>	

<b>10. Bibliography and Sources</b>						
<b>Author(s)</b>	<b>Title/Link</b>	<b>Publishing house</b>	<b>Citv</b>	<b>ISBN</b>	<b>Year</b>	<b>Description</b>
Barringer, B.R. and Ireland, R.D.	Entrepreneurship: Successfully Launching New Ventures	Pearson	Harlow, United Kingdom	978-1-292-25533-0	2019	