

Code - Course	<b>064534 – Entrepreneurship &amp; Innovation: business development strategies</b>		
Thematic Area	Tourist services and business management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

### BRIEF COURSE DESCRIPTION

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The subject *Innovation and entrepreneurship: strategies for business development* aims at fostering the students' entrepreneurial spirit which will enable them to develop and run a business in the current context and in the tourism sector. Students will have the opportunity to apply the gained competencies and knowledge both to start up a new business and to develop intrapreneurship within a company.

### GENERAL SKILLS

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GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

### SPECIFIC SKILLS

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SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

### ACADEMIC CONTENTS

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1. Fundamentals of entrepreneurship.
2. The entrepreneur's profile.
3. Teamworking.
4. Creativity.

5. Marketing: the bases.
6. Marketing: understanding the market.
7. *Pitch presentations* (or how to sell your idea).
8. Business plan.
9. Funding.

### LEARNING METHODOLOGY

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The teaching-learning methodologies applied for this subject include a number of different activities and actions in order to respond to the acquisition of the key competencies related to the subject and which imply the development of different skills and competencies:

- Lectures
- Explanatory lessons
- Individual work
- Practical exercises
- Simulation

### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	50 %	60 %
Individual Written Final Exam	40 %	40 %
Attendance and participation	10 %	---

### **Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

### REFERENCES

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Robinson, K. (2011). *El elemento*. Barcelona: Debolsillo.

Covey, S. (2008). *Los siete hábitos de la gente altamente efectiva*. Paidós.

Trias de Bes, F. (2007). *El libro negro del emprendedor*. Empresa activa.

Kawasaki, G. (2006). *El arte de empezar*. Ilustrae ediciones.

Osterwalder, A.; Pigneur, Y. (2011). *Generación de modelos de negocio*. Ediciones Deusto.

Vidal, M. (2013). *Una hormiga en París*. Alienta.