

8007 - Entrepreneur's Life

General Information	
<p> Degree: University Master's Degree in Entrepreneurship and Innovation Course: First Quarter: Annual ECTS Credits: 5 Course Coordinator: Marian Buil Fabregà Ph.D Teaching Theory: Marian Buil Fabregà Ph.D Teaching language: English / Spanish </p>	
1.- Objectives	
<p>General objectives</p>	<p>This module introduces the student in the field of business creation (Entrepreneurship) or entrepreneurship within existing businesses (Corporate Entrepreneurship) from the point of view of the most personal part of the entrepreneur.</p> <p>It addresses what qualities and skills the entrepreneur should work and how they should prepare to meet this personal and professional challenge, through the experiences of other entrepreneurs and participation in challenges.</p>
2.- Competencies	
<p>2.1.- Basic competencies</p>	<ul style="list-style-type: none"> • CB1.- Possess and understand knowledge that provides a basis or opportunity to be original in the development and/or application of ideas, often in a research context • CB3.- That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments • CB4.- That students know how to communicate their conclusions and the latest knowledge and reasons that underpin them to specialized and non-specialized audiences in a clear and unambiguous way • CB5.- That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous

<p>2.2.- Transversal competences</p>	<ul style="list-style-type: none"> • CT1.- Be decisive in globalized contexts. • CT2.- Adapt to new situations. • CT4.- Communicate in English business ideas and projects effectively, clearly, applying synthesis capacity • CT7.- Have autonomous reasoning with critical distance on controversial issues or issues in compliance with divergent opinions.
<p>2.3.- Specific competencies</p>	<ul style="list-style-type: none"> • CE1.- Analyze business from multidisciplinary contexts in order to detect new market opportunities that can be transformed into commercial products. • CE2.- Strategically manage business innovation processes from diagnosis to application by being able to align resources, capabilities and skills to implement them • CE4.- Successfully design and implement R&D management projects and plans and innovation at the enterprise level. • CE7.- Know how to apply and adapt entrepreneurship knowledge and experiences to face as an expert the creation of new market opportunities. • CE8.- Apply entrepreneurship and culture prone to innovation in organizations. • CE11.- Identify and/or create new business opportunities by designing the overall strategy of growing the business idea.
<p>3.- Working methodology</p>	
<p>The working methodology will combine in an experience-based way theories and methodologies in relation to creativity and innovation, its application in the different personal, social, and especially organizational fields. This experience methodology will be combined with dynamics and practical exercises to learn the details of the implementation of such approaches to innovation and creativity.</p>	
<p>Theoretical sessions</p>	<ul style="list-style-type: none"> • Master class: Exhibition class sessions based on the explanation of the teacher in which all students enrolled in the subject attend • Presentations: Multimedia formats that support the in-person classes.

	<ul style="list-style-type: none"> • Lectures: In-person or streaming sessions, both in the classroom of the university and within the framework of a high institution, in which one or more specialists expose experiences or projects to students. • Video capsules: Resource in video format, which includes content and demonstrations of the thematic axes of the subjects. These capsules are integrated into the structure of the subject and serve students to review before times however they want the ideas or proposals that the teacher needs to highlight of the classes.
Directed learning	<ul style="list-style-type: none"> • Discussions and forums: Face-to-face or online conversations, depending on the objectives that the teacher responsible for the subject pursues. Discussions have a start and end date and are energized by Professor
Autonomous learning	<ul style="list-style-type: none"> • Tutoring: for which the student will have telematic resources such as email and ESCSET intranet resources

4.- Assessment of the subject

Evaluation system:

SE1. **Entrepreneurial profile, team and challenge resolution:** Define the entrepreneurial profile of the student, compose a multidisciplinary team to solve a specific challenge. - 20%

SE2. **Social Science Index (SSI):** present evidence of the increase in SSI to improve the network of contacts of the entrepreneur throughout the subject - 20%

SE3. **Team presentations:** Presentations in class of scientific articles on the subject to be discussed in the sessions and / or topics of relevance in entrepreneurship and / or intra-entrepreneurship. - 30%

SE4. **Final Infographic:** each student must individually carry out a final infographic on the contribution of each entrepreneur to their personal and professional project. - 30%

RECOVERY OF THE SUBJECT: Students who do not attend the sessions of entrepreneurs, must develop the final work with the selection of entrepreneurs to whom they have access to interview and develop the content of the work. In this case, 20% will be penalized on the final grade to those students who have not

attended any session and with 10% to those who have attended 50% of the sessions.

Students who do not submit the evaluation activities on the proposed date or suspend the subject, will be able to recover the subject throughout the master's degree with a deadline of July 1. In this case, they will have a 20% penalty on the final note.

Important: All activities not delivered on the dates and with the expected requirements are considered as "not delivered". The due dates of the papers and presentations will indicate the first day of class of each of the subjects.

5.- Contents of the subject

Session 1: Basic concepts in the life of an entrepreneur.
Things to know if you want to be a successful entrepreneur. Your entrepreneurial profile.

Session 2: Entrepreneurial Challenge Workshop.
Put the basics concepts in the life of an entrepreneur into practice.

Session 3: Networking and LinkedIn for Entrepreneurs. Workshop on how to design your LinkedIn as an entrepreneur.

Session 4: Early stage Entrepreneurs

Session 5: Entrepreneurship and Sustainability (Sustainable Development Goals - SDGs)
Cooperativism entrepreneur

Session 6: Green and Social Entrepreneurs

Session 7: Entrepreneurship and Gender: Women entrepreneurs

Session 8: Entrepreneurship and Growth
Entrepreneurs in their growth stage

6.- Teaching resources

References:

Leydesdorff, L. (2012). The triple helix, quadruple helix,..., and an N-tuple of helices: explanatory models for analyzing the knowledge-based economy?. Journal of the knowledge economy, 3(1), 25-35.

Liñán, F., & Fayolle, A. (2015). A systematic literature review on entrepreneurial intentions: citation, thematic analyses, and research agenda. *International Entrepreneurship and Management Journal*, 11(4), 907-933.

Leih, S; Linden, G; Teece, (2015). D. Business Model Innovation and Organizational Design.

Naudé, W. (2013). Entrepreneurship and economic development: Theory, evidence and policy. Evidence and Policy. IZA Discussion Paper, (7507).

Schindehutte, M., Morris, M. H., & Kuratko, D. F. (2000). Classification as a Factor in the Scientific Evolution of Entrepreneurship. *Journal of small business strategy*, 11(2), 1-20.

Shane, S., Locke, E. A., & Collins, C. J. (2003). Entrepreneurial motivation. *Human resource management review*, 13(2), 257-279.

Tang, J. Kacmar, M. Busenitz, L. (2012) Entrepreneurial alertness in the pursuit of new opportunities. *Journal of Business Venturing* 27: 77-94

Teece, D. J. (2012). Dynamic capabilities: Routines versus entrepreneurial action. *Journal of Management Studies*, 49(8), 1395-1401.

Further Reading:

Teece, D., Peteraf, M. A., & Leih, S. (2016). Dynamic Capabilities and Organizational Agility: Risk, Uncertainty and Entrepreneurial Management in the Innovation Economy. *Uncertainty and Entrepreneurial Management in the Innovation Economy* (April 7, 2016).

Valliere, D. (2013). Towards a schematic theory of entrepreneurial alertness. *Journal of Business Venturing*, 28(3), 430-442.

Solesvik, M., Iakovleva, T., & Trifilova, A. (2019). Motivation of female entrepreneurs: a cross-national study. *Journal of Small Business and Enterprise Development*.

Markussen, S., & Røed, K. (2017). The gender gap in entrepreneurship—The role of peer effects. *Journal of Economic Behavior & Organization*, 134, 356-373.

VECCHIO, Robert P. Entrepreneurship and leadership: common trends and common threads. *Human resource management review*, 2003, vol. 13, no 2, p. 303-327.