

# Syllabus

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**Course:** Business Start Up

**Credits:** 6 ECTS

**Program:** Business Management

**Module:** Compulsory course

**Subject:** Business Administration

**Code:** 802406

**Abbreviation:** MA12

**Subject Coordinator:** Mariona Vilà

**Year:** 2022-2023

**Call:** October

**Semester:** First (fourth course, fall semester)

**Campus:** Barcelona

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## 01 Faculty

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### 01.1 Subject Coordinator

**Dra. Mariona Vilà Bonilla**  
(mvila@eae.es)

## 02 Presentation

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### 02.1 Description

Students will understand the environment of the company and how it affects the strategic development of the company. The analysis of the general and specific environment, business objectives, business strategies and their implementation and control are studied.

### 02.2 Relevant professional applications

In all functional areas, especially entrepreneurship.

## 03 Competences

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### 03.1 Subject Competences

#### Specific Competences

CEEMP01 – Students will be familiar with the basic terminology of key business organization and strategic direction concepts.

CEEMP04 – Students will be able to develop techniques to analyze and solve management, structure and organizational issues via effective company management.

CEEMP06 – Students will be familiar with current trends regarding a company's social functions as well as the most important elements of the sector activity and from there being able to design company organization, direction, production and control.

CEEMP07 – Students will be able to analyze the most relevant characteristics of different types of companies, identifying the functions and interrelationships of their organization.

CEEMP08 – Student will be able to evaluate the importance of the implementation of innovations in companies.

## General Competences

CG08 – Students will show sophisticated analytical abilities being able to dissect problems and premises while investigating the relationships between them by identifying implications and consequences in order to judge consistency.

CG09 – Students will show an ability to understand the organizational and technical aspects of a company's activity, labour standards and the relationships between planning, industrial and commercial strategies, quality control and profits.

## Transversal competences

CT01 – Students will possess a working knowledge of a third language, preferably English, demonstrating an adequate level of oral and written expression, in accordance with the professional demands on graduates.

CT04 – Students will be able to manage acquisition, structuring, analysis and visualization of data in their field of study and critically assess the results of this management.

CT06 – Students will display the ability to identify obstacles and opportunities in their learning processes and propose improvements and develop strategies or solutions in a responsible and autonomous manner. Student will demonstrate planning and organizational skills which achieve objectives within the established deadlines and, at the same time, produce quality work, in a clear and orderly fashion, via effort, perseverance and a desire for personal and professional growth.

- CT07 – Students will be able to demonstrate strong social sensibilities and sensitivity showing flexibility and adaptability to new challenges and professional demands while guaranteeing management efficiency and strong interpersonal skills.
- CT08 – Students will show sophisticated analytical abilities being able to dissect problems and premises while investigating the relationships between them by identifying implications and consequences in order to judge consistency.
- CT11 – Students will be able to analyze problems, using professional criteria based on the application of advanced tools and techniques.

## 04 Program

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### 1. INTRODUCTION

1. What is a business plan?
2. What is it for?
3. Who is to make it?
4. How is it structured?
5. How to present it?

### 2. IDENTIFICATION OF THE PROJECT

1. The project
2. The idea
3. The entrepreneur
4. The environment (porter

### 3. MARKETING PLAN

1. Business delimitation
2. Information and analysis of the situation
3. D.A.F.O.analysis
4. goals
5. Strategies
6. Action plan
7. Marketing plan budget

### 4. OPERATION PLAN

1. Products or services
2. Processes
3. Production program
4. Procurement and inventory management

### 5. HUMAN RESOURCES PLAN

1. Functional organization
2. Recruitment plan
3. Salary policy / Salary costs
4. Function outsourcing plan

#### 6. INVESTMENT PLAN AND LOCATION

1. Location
2. Immobilized material
3. Intangible assets
4. Financial assets
5. Amortizable expenses

#### 7. ECONOMIC-FINANCIAL PLAN

1. Investment plan
2. Financing plan
3. Sales / Consumption forecast
4. Operating expenses
5. Treasury forecast
6. Social security profit and loss account
7. Social balance sheet

#### 8. LEGAL STRUCTURE OF THE COMPANY

1. Choosing the legal form of the company
2. Procedures for the constitution of the company
3. Identification data of the Company

9. Application of Corporate Social Responsibility in the subject to ensure a better sustainable community and continuity in the awareness of its importance.

## 05 Teaching method

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Considering the theoretical and practical subject characteristics and the student profile, teaching praxis has been articulated around four methodology groups:

- ME1.** Interactive class presentations
- ME2.** Independent work
- ME3.** Case study/problem solving based learning
- ME4.** Assessment and team collaboration

## 06 Learning activities

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Learning activity	Hours	Face to face
<b>LA1.</b> Interactive content exposition and discussion in class	24	100%
<b>LA2.</b> Problem resolutions, case studies and exercises with the student participation	24	100%
<b>LA4.</b> Reading and preparation of Theory notes	46	0%
<b>LA5.</b> Development of exercises, and case studies	25	0%
<b>LA6.</b> Problem resolution	25	0%
<b>LA13.</b> Written and oral assessments	4	100%



## 07 Assessment

Assessment item 0.6 · EV1 + 0.2 · EV2 + 0.2 · EV3	Assessment of specific competencies	Weight
EV1. Final exam covering all topics of the subject	CEEMP01, CEEMP02, CEEMP03, CEEMP04, CEEMP05, CEEMP06  CEEMP07, CEEMP08	40%
EV2. Midterm assessment	CEEMP01, CEEMP02, CEEMP03, CEEMP04, CEEMP05, CEEMP06  CEEMP07, CEEMP08	20%
EV3. Resolution of exercises and cases	CEEMP01, CEEMP02, CEEMP03, CEEMP04, CEEMP05, CEEMP06  CEEMP07, CEEMP08	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

## 08 Learning resources

Subjects	Resources	Type
Topics	Handouts, theory notes and short cases and exercises	In class and at the Blackboard

## 09 Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be considered.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

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### 10.1 Basic Bibliography

- Easterby-Smith, M., Jaspersen, L. J., Thorpe, R., & Valizade, D. (2021). Management and business research. Sage.

### 10.2 Complementary Bibliography

- Instituto de Desarrollo Económico del Principado de Asturias. (2021) GUÍA PARA LA CREACIÓN DE EMPRESAS. Plan de Empresa. Centro Europeo de Empresas e Innovación del Principado de Asturias