

**Syllabus**  
**INNOVATION AND SEED CAPITAL**

**A. General Information**

<b>1. Academic Unit</b>	FACULTY OF COMMUNICATION					
<b>2. Program</b>	ADVERTISING					
<b>3. Code</b>	PBI323					
<b>4. Location in the curriculum</b>	4th year, 6th semester					
<b>5. Credits</b>	8					
<b>6. Type of course</b>	Mandatory	X	Elective		Optional	
<b>7. Duration</b>	Bimonthly		Semi-annual	X	Annual	
<b>8. Modules per week</b>	Theoretical	2	Practical		T.A.	
<b>9. Class hours</b>	Classes	6 8	Teaching Assistance			
<b>10. Prerequisite</b>	English IV					

**B. Contribution to the Graduate's Profile**

The course aims to enable students to understand the process of developing new businesses, based on innovation. It seeks to awaken in them the desire to undertake and for this to implement the different techniques that allow the development of the project of new businesses until the strategic definition. It includes the development of entrepreneurial thinking, innovation within this context, the necessary design to put it into practice and the execution of the strategic plan.

It belongs to the degree cycle and the line of business and contributes to the development of the UDD Future Generic Competences of "Entrepreneurship and Leadership", "Efficiency" and "Global Vision" and the specific competences of "Adaptation to the environment".

### C. Competencies and Learning Outcomes from the Course

Generic Competences	Generic Learning Outcomes
<i>Entrepreneurship and Leadership</i>	<p>It defines a business proposal within the innovation framework, determining the processes necessary to achieve it.</p> <p>Applies the different strategic models in an individual case according to own interests, through practical work.</p> <p>Proposes an evaluation of results consistent with the business approach.</p>
<i>Efficiency</i>	
<i>Global Vision</i>	
Specific Competences	
<i>Environmental Adaptation</i>	

<b>D. Units, Content and Learning Outcomes</b> <b>COURSE UNITS CONTENT</b>	<b>COMPETENCES</b>	<b>LEARNING OUTCOMES</b>
<p><b>Unit I: Thinking about entrepreneurship (ideation, brainstorming, no limits on the box)</b></p> <ol style="list-style-type: none"> <li>1. Individual business profile.</li> <li>2. Searching for reasons to start a business.</li> <li>3. Selection of a simple business idea.</li> </ol> <p><b>Unit II: Innovating in entrepreneurship (business leadership strategy and innovation of the product or service idea)</b></p> <ol style="list-style-type: none"> <li>1. Market studies for opportunities searching.</li> <li>2. How to choose the best, most innovative and viable idea.</li> <li>3. Product strategy for innovation.</li> <li>4. Target and objectives, SMART methodology.</li> </ol> <p><b>Unit III: Analysis and design of the business model for each entrepreneurship.</b></p> <ol style="list-style-type: none"> <li>1. Existing business models.</li> <li>2. Selection of the model according to the venture.</li> </ol> <p><b>Unit IV: definition of a strategic implementation plan</b></p>	<p><i>Entrepreneurship and Leadership</i></p> <p><i>Efficiency</i></p> <p><i>Global Overview</i></p> <p><i>Global Overview</i></p> <p><i>Efficiency</i></p> <p><i>Global Overview</i></p> <p><i>Efficiency</i></p>	<p><b>UNIT I</b></p> <p>Define the business area by means of brainstorming, recognizing personal potential.</p> <p>Distinguish the main reasons for starting a business, through group work.</p> <p>Discover an idea with potential and express it through a project.</p> <p><b>UNIT II</b></p> <p>Applies the results of market studies to the search of business spaces, through practical work.</p> <p>It defines the basis for further strategic development, using SMART methodology.</p> <p><b>UNIT III</b></p> <p>It determines the relevant business model according to each venture.</p> <p>Applies the business model for the venture created, through practical work.</p> <p>Define the appropriate strategic plan for each business, according to the previous analysis.</p>

<ol style="list-style-type: none"> <li>1. <i>Macro strategic plan for the product or service, target, resources, equipment, production, marketing, communication.</i></li> <li>2. <i>Step-by-step action plan.</i></li> <li>3. <i>Permanent improvement, sense of alertness for adjustments.</i></li> <li>4. <i>Acceptance of failure and uncertainty.</i></li> <li>5. <i>Control systems.</i></li> </ol>	<p><i>Entrepreneurship and Leadership</i></p> <p><i>Environmental Adatation</i></p> <p><i>Efficiency</i></p>	<p>Develops an action plan according to the defined strategy and the proposed objectives, through practical work.</p> <p>It establishes a plan for the permanent observation and improvement of the proposed plan.</p> <p>Develops different systems for monitoring in compliance with goals in line with the proposed strategy.</p>
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### **E. Teaching Methods**

The teaching methodology includes the development of practical work and encouraging participation in classes. The student will analyse problems where he or she can apply the conceptual knowledge acquired.

The course is structured on the basis of various methodologies, which it includes:

- 1) Group work to develop comprehensive business proposals.
- 2) Activities of analysis and criticism of cases (real and supposed) during most of the classes.

### **F. Evaluation**

The chair comprises different evaluation moments, therefore, it includes reading controls to check the comprehension of the subjects dealt with during the development of the contents, as well as competitions to determine the achievement of certain learning at the end of a given unit or body of contents.

Group work as a way of encouraging team performance. Likewise, it will evaluate the creativity with which the students must apply a good part of the examples developed in classes and presentations by the guests. No less important will be the use of precise terminology related to the field of advertising.

In summary, the evaluations consider two contests, group work, reading controls and a final examination around the elaboration of the business proposal.

Attendance requirement: this course requires the student to have 75% attendance

## **G. Learning Resources**

### **BIBLIOGRAPHY REQUIRED:**

1. THE ART OF START 2.0; GUY KAWASAKI, LAST EDITION, 2019
2. EL LIBRO NEGRO DEL EMPRENDEDOR; BEAS, T.FERNANDO, 6ª. EDICIÓN, EDITORIAL ACTIVA
3. THE STARTUP OWNER'S MANUAL; STEVE BLANK & BOB DORF, GRUPO PLANETA, 2013
4. THE LEAN STARTUP METHOD ; ERIC RIES, EDITORIAL DEUSTO, 2013
5. RUNNING LEAN; MAURYA, ASH, UNIR EDITORIAL, 2014
6. BUSINESS MODELS; OSTERWALTER, ALEX, EDITORIAL DEUSTO 2012
7. REWORK; FRIED, JASON, EDITORIAL RANDOM HOUSE , 2010