

**CONTENT OF COURSES**

**2022/2023**

**MASTER'S DEGREE IN ENTREPRENEURSHIP, NEW BUSINESSES AND INNOVATIVE PROJECTS  
(MASTERUP)**

The following information is subject to changes.  
For more details regarding the courses, please, contact the coordinating professor.

Updated 28/09/2022

**INTRODUCCIÓN A LA ECONOMÍA**  
**INTRODUCTION TO ECONOMICS**

**Basic concepts of economics**

Topic 0 - Introduction to the Economic Environment of the business ... Search and commentary of the news in the press.

Topic 1 - The production and the activity of the business ... Videos on some economic magnitudes. Activities related to the topic.

Topic 2 - Inflation ... Debate on inflation

Topic 3 - The public sector and the external sector ... Videos on businesses that open to the outside world looking for new markets

Topic 4 - Monetary and financial sector  
Module evaluation

**Tools for analysis of the business environment**

Topic 1 - Tools for analysis of the business environment  
... Exercises on business environment analysis.  
Module evaluation

**Sectoral analysis**

Topic 1- Sectoral analysis ... ... Hand in the work on sectoral analysis ... Exercises on sectoral analysis

**Entrepreneurship, innovation and economic development**

Topic 1- Entrepreneurship, innovation and economic development ...

Hand in of module work and the final piece that will include:

1.- An analysis of the economic situation of the country and the economic environment of the company.

2.- The importance of entrepreneurship and innovation in the sector where the activity is to be performed.

.... Use material to carry out the work.

**INTRODUCCIÓN A LA ECONOMÍA DE LA EMPRESA**  
**INTRODUCTION TO THE BUSINESS ECONOMICS**

Contents

1. Business fundamentals: The entrepreneur and innovation
2. The direction and management subsystem
3. The production subsystem
4. The commercial subsystem
5. The financial subsystem

**INNOVACIÓN Y ECOSISTEMA EMPRENDEDOR**  
**INNOVACION AND ENTREPRENEURIAL ECOSYSTEM**

Activities and contents

1. A welcome and presentation of the Masters
2. Presentation of the innovation and enterprise ecosystem
3. Stable and uncertain environments: the entrepreneurial society
4. History matters: nearby regional entrepreneurship benchmarks and their regional impact
5. The entrepreneurial phenomenon and innovation: some practical results.
6. The entrepreneurial method: the performance as a model
7. The social context: women, entrepreneurship and innovation.
8. Countries typology, competencies and innovation.
9. The entrepreneurial method: the performance as a model
10. The social context: innovation, culture and productivity
11. The entrepreneurial method: the development of human capabilities.
12. The entrepreneurial method: the development of human capabilities.

**CREATIVIDAD Y OPORTUNIDADES: EMPRENDIMIENTO E INTRAEMPRENDIMIENTO**  
**CREATIVITY AND OPPORTUNITES: ENTREPRENEURSHIP AND INTRAPRENEURSHIP**

1. Introduction to CANVAS: creativity and opportunities
2. Creativity
3. Customer discovery: Segmentation, archetypes and empathy mapping.
4. Customer discovery: Segmentation, archetypes and empathy mapping.
5. Customer interviews/dialogues: Design and development of interviews.
6. Customer interviews/dialogues: Design and development of interviews
7. CANVAS Business model
8. CANVAS Business model
9. Validate customers: Customer-value proposal match
10. Validate customers: Customer-value proposal match
11. My first Canvas business model (student exhibitions)
12. My first Canvas business model (student exhibitions)

**DIRECCIÓN DE LA INNOVACIÓN**  
**INNOVATION MANAGEMENT**

Activities and contents

1. Strategic innovation management
2. Blue oceans strategy
3. DESIGN thinking – Discover
4. DESIGN thinking - devise/plan
5. Soft innovation
6. Design thinking – prototype (My first website)
7. Design thinking – prototype (LEGO serious play)
8. Extraordinary session (value curve work presentation)

**RECURSOS HUMANOS Y EQUIPO EMPRENDEDOR**  
**HUMAN RESOURCES AND ENTREPRENEURIAL TEAM**

1. Presentation and entrepreneurial teams
2. Team management in innovative projects
3. Human resources management in small and medium sized businesses
4. From the entrepreneurial team to the management team from DOER to MANAGER from MANAGER to LEADER
5. From the entrepreneurial team to the management team from the LEADER to the COACH achievement orientation, engagement and empathy
6. Recruitment and Selection

**MODELOS Y PLANES DE NEGOCIO**  
**BUSINESS MODELS AND PLANS**

From the strategic formulation of the plan to the business model

- Nice idea, but where is the business?
- Electronic business models
- Successful business models
- work dynamics
- Business Model Validation: Experiments
- Business Model Validation: Experiments

Business plan

- Business plan 1

Action plans

- Business plan 2

Presentation and implementation

Implementation plan

- The business plan, what is it, who is it for and how should it be?#
- Integrating action plans into the business plan.
- Final recommendations
  - Captivating investors
  - Dangers of escalating commitments

Whether there is a plan or not, take action!

Introduction to the economic-financial plan

- Business plan 3
- Business plan 4

**MARKETING EMPRENDEDOR**  
**MARKETING ENTREPRENEURSHIP**

Activities and contents

1. Markets: Strategic Marketing and Marketing Plan Research 1
2. Markets: Strategic Marketing and Marketing Plan Research 2
3. The 10 "C" of Marketing: Image of the brand and packaging management
4. The 10 "C" of Marketing: the corporate image
5. Selling and negotiation techniques : Sales estimation 1
6. Selling and negotiation techniques : Sales estimation 1
7. The 10 "C" of Marketing: Price, sales and product multi-concept
8. The 10 "C" of Marketing: Price, sales and product multi-concept
9. Digital marketing
10. Digital marketing
11. Selling and negotiation techniques : Sales estimation 2
12. Selling and negotiation techniques : Sales estimation 2

**COOPERACIÓN INNOVADORA**  
**INNOVATIVE COOPERATION**

Activites and contents

1. The role of relationships in the entrepreneurial phenomenon: Competing or co-creating?
2. The role of trust in the entrepreneurship
3. Management of the triple helix: cooperative relations with public administrations, other companies and universities
4. Cooperation with Public Administrations: Institutional support and project evaluation.
5. From individualism to collectivism
6. From individualism to collectivism
7. Media relations
8. Media relations

**INTERNACIONALIZACIÓN Y EMPRESA NACIDA GLOBAL**  
**INTERNATIONALISATION AND GLOBAL START-UP BUSINESS**

1. Presentation and introduction to the internationalisation and global start-up business module
2. Global start-up companies: factors that facilitate their creation.
3. The process of business internationalisation
4. The process of business internationalisation
5. Internationalisation of gourmet agri-food products. From value creation to product exportation
6. Internationalisation of gourmet agri-food products. From value creation to product exportation
7. The approach and importance of an internationalisation plan
8. The internationalisation plan in a company of the automotive industry
9. Growth and consolidation of global start-up companies: Formulation of global start-up companies
10. Growth and consolidation of global start-up companies: Formulation of global start-up companies
11. IENG. Cadiz Free Trade Zone.
12. IENG. Cadiz Free Trade Zone.

**FINANZAS PARA NUEVOS NEGOCIOS**  
**FINANCE FOR NEW BUSINESSES**

1. Cost estimation of the entrepreneurial project (first approximation)
2. Economic and financial management of the entrepreneurial project
3. Economic feasibility of the project
4. Short- and long-term banking financial instruments
5. Business Angels (session on-line)
6. Public financing. Grants and subsidies management
7. Bootstrapping
8. Models and processes for estimating project costs
9. Long-term and short-term decisions based on cost and metrics
10. Analysis of the financial and economic viability of entrepreneurial projects (Application)

**DERECHO PARA EMPRENDEDORES**  
**LAW FOR ENTREPRENEURS**

1. Administrative and management obligations of the business activity. The different types of companies. The choice of the type of company depending on the type of business activity. The limited liability entrepreneur.
2. Constitutive formalities of commercial companies.
3. The limited liability company.
4. The corporation. The cooperative. Other types of companies
5. The fiscal order of incidence on entrepreneurship
6. Tax strategies in the early stages of a company's life and in later management
7. Entrepreneurship from the labour regulatory framework: Promotion and incentives
8. Basic labour decisions. Labour management tools for entrepreneurial processes or decisions, based on particular interests, criteria or particular interests, criteria or strategies
9. Obligations and acts of registration in the Social Security system
10. Procedures, authorizations and licenses
11. Industrial property strategies
12. Intellectual property strategies

**EMPRESA FAMILIAR Y EVOLUCIÓN EMPRESARIAL**  
**FAMILY BUSINESS AND BUSINESS EVOLUTION**

Activities and contents

1. The evolution of an entrepreneurial project
2. The evolution of an entrepreneurial project – Case study
3. Concept and importance of family business. The evolution, innovation, culture and values of a family business. Application, theatrical representation.
4. The causes of failure of a business project. A case study.
5. The formation of the next generation: managers and shareholders. Applications. The role of non-family managers in the family business.
6. Good governance and governing bodies of the family business. Applications. The family protocol (I) and (II). Applications.
7. Evolution and life cycle of the company.
8. The evolution of a business project
9. The evolution of a business project : consolidation and closure
10. The causes of failure of a business project
11. International family business associations. Legal aspects of the family business. Applications
12. The family business succession process and orderly closure of a company.
13. The evolution of a business project : consolidation and closure
14. The evolution of a business project
15. The evolution of a business project : consolidation and closure
16. The evolution of a business project : consolidation and closure

**Prácticas en empresa – Internship in a company**  
**Trabajo de investigación – Research work**  
**Trabajo fin de master – Master Thesis**