**Syllabus**

**Subject: Business Creation**

**Courses:** __________

*Titulado Superior en Dirección de Marketing y Gestión Comercial*

**Academic year 2012 /2013**

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<tr>
<th>Teachers:</th>
<th>Fernando Moroy Hueto</th>
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<tr>
<td><strong>Period of classes and year:</strong></td>
<td>Semester 2, Fourth Course</td>
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<tr>
<td><strong>Type of course:</strong></td>
<td>OB Obligatory</td>
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<td><strong>Language in which the course will be taught:</strong></td>
<td>English</td>
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<tr>
<td><strong>No. Of credits:</strong></td>
<td>3 Credits</td>
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<tr>
<td><strong>Hours per week:</strong></td>
<td>2</td>
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**Department**

*Business Department*
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1. Teachers´ Contact details

Fernando Moroy Hueto
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2. Description of the subject

To develop the entrepreneurial bent of the students. Is true that successful entrepreneurs share common attitudes and behaviors. All the activities of the Business Creation program try to help the entrepreneurs to run their own companies.

3. Subject Aims

The subject will provide the students all the tools to become a successful entrepreneur and therefore how to conceive, launch and build companies that could create value (not only money) at the long haul.

The entrepreneur´s preparedness for the entrepreneurial process is very important. Hence the program will reach the next main aims:

- To think about the attitudes and behaviors of the entrepreneur.
- To understand the great difference between an idea and an opportunity.
- To figure out the need to build a team.
- To write a business plan to launch the company.
4. Skills

General Skills

- Initiative and entrepreneurship
- Creativity
- Communication skills
- Empathy
- Oriented to solve problems
- Strong committed

Specific Skills

- Ability to perform analysis and diagnostics
- Organization and planning
- Ability to take risks
- Decision making and problem solving
- Ability to manage change
- Negotiation

5. Methodology

The methodology is specially practical in order that the students build a business plan to launch a new company.
Issues addressed will require a priori knowledge of the main managerial areas like: strategy, marketing, finance, human resources, operations, etc. The entrepreneurial process needs to put it all together in the right order, “learning by doing”.

**To achieve this goal, we’ll divide the class in two parts:**

a) 1st part: a teacher’s presentation about the main topics of the subject highlighting the critical points.

b) 2nd part: tutorial: there will be working groups (maximum 5 people), each group will develop a new business and therefore will write a business plan.

Hence this subject has their classes divided in two parts: theory and practice. The teacher will explain the process to build the business plan at the first part and after each group will explain each other how they are developing the project.

- The teacher doesn’t explain managerial areas (strategy, finance, marketing, human resources, operations, etc), to built the business plan. Coach and tutor the groups to build the business plan.

- Final output for each group: the Business Plan for a new business.

**6. Resource Materia**

- The teacher’s slides used in class and put at the platform Eriete

- Articles about the subject
7. Practical Coursework

- Each group (maximum 5 people) will build and write (word document) a business plan to create a new company (is not valid a franchise, a simple cafe or a bar, etc).

- This written business plan will be printed and delivered to the teacher before the final exam (this word document shouldn’t be more longer than 70 pages).

- Also before the final exam, each group will present and defend their business plan publicly to the teacher in class.

- All members of the group have to participate actively both in the public presentation as in the writing of the business plan. Is absolutely necessary that all group members are and present a part of the business plan the day of the public presentation in class.

8. Evaluation Process

a. Attendance

Attending class is considered absolutely necessary for the apprenticeship of the matter. That’s why attending class is compulsory.

In this regard will follow the general rules of bonus and penalty based on attendance that the School has determined for the current academic year.
b. In Class Tests

There will be a continuous evaluation. During the course there will be a written exam that will correspond with the official examination in June. In days prior to conducting such exam, they will communicate the duration and form of the same.

c. Mandatory Coursework

✓ The written business plan
✓ The presentation of the business plan in class for the entire group.

d. Other Coursework

Not necessary

e. Final Evaluation of the Subject

The final qualification of the subject will be the aggregation of the following qualifications: the written exam, the business plan (compulsory task), as well as improvements and reductions resulting from the rules established in the Academic Guide as to the compulsory attendance.

The final qualification of the subject is not only the weighted arithmetic mean of all these qualifications (40% the exam; 40% the written business plan in groups; 20% individually for the defense and presentation of the project (power point presentation-20 minutes power point presentation) but also the
aggregation of the class attendance. The Teacher will take into account a number of other qualitative aspects.

It is very important to remind that to pass the subject is absolutely necessary and essential to have printed, delivered to the teacher and approved the compulsory task (the written Business Plan and the public power point presentation), and to have passed the exam getting at least a qualification of 5 (minimum qualification) over 10 points.

The deadline for delivering the written Business Plan will be before the exam date. Also is necessary to save some days for the public presentation.
9. Subject Program

a. Course Detail

1.- INTRODUCTION/ PRESENTATION. EXECUTIVE SUMMARY.
2.- BUSINESS DESCRIPTION.
3.- STRATEGIC PLANNING.
4.- MARKETING AND SALES PLAN.
5.- OPERATIONS PLAN.
6.- ORGANIZATION AND HUMAN RESOURCES.
7.- ECONOMIC AND FINANCIAL PLANNING.
8.- CONTROL SYSTEMS, BALANCED SCORECARD AND CONTINGENCY PLANS.
9.- CONCLUSIONS.

b. Course Development

1.- INTRODUCTION/ PRESENTATION. EXECUTIVE SUMMARY.

2.- BUSINESS DESCRIPTION.
   2.1. Description of the business idea.
   2.2. The election of the business name.
   2.3. Business activity.
   2.4. Describing the product/service from the technical, commercial and customer view.
   2.5. Products/services portfolio.
2.6. Needs met and the customer benefits they will receive with your purchase or acquisition.
2.7. Differences with regard to competition. Differential advantages.
2.8. Mission, vision, and values.
2.9. Type of business association (for example business corporation). Legal aspects.
2.10. Market research.
   2.10.1. External Analysis
   2.10.2. Internal Analysis
   2.10.3. Location Criteria.

3.- STRATEGIC PLANNING.
   3.1. Strengths and weaknesses of the company.
   3.2. Company objectives
   3.3. Our competitive strategy.
   3.4. Corporative strategies.
   3.5. General strategies.
   3.6. Portfolio strategy.
   3.7. Marketing strategies.
   3.8. Setting objectives.

4.- MARKETING AND SALES PLAN.
   4.1. Products, services.
   4.2. Selling prices for each product and service.
   4.3. Distribution channels.
   4.4. Sales force.
   4.5. Promotion (Communication).

5.- OPERATIONS PLAN.
   5.1. Description of the process: manufacturing process, service process, etc, the process workflow.
   In deep, describe the interaction (workflow) between the customer and the company.
5.2. Operating cycle, number of units to manufacture, volume maximum to manufacture, numbers of hours and days to meet production forecast, personnel needs, their qualification and costs.
5.3. Geographic location of the facilities (installations). Advantages and disadvantages, labor force qualification, their total cost, labor unrest, tax incentives and local government help to build the factory there, environmental regulation, proximity to raw material sources and/or to the customers, accessibility of facilities (installations).
5.4. Buildings required in square meters, stores, security systems, others fixed assets, etc.
5.5. Study and analyze the financial instruments to get these fixed assets, production capacity, estimated cost and accrual of the acquisition. Finally, the depreciation period and the yearly depreciation, compared to the competition.
5.6. Strategy of the manufacturing process, outsourcing strategy: reasons, who they are, their cost and qualifications.
5.7. Description of the quality control processes, inventory control and inspection procedures.

6. ORGANIZATION AND HUMAN RESOURCES.
6.2. Competences and skills required. Profiles and experienced people required.
6.3. The compensation system. How to train, evaluate and compensate the people.

7. ECONOMIC AND FINANCIAL PLANNING.
7.1. Investment Plan (to start the business).
7.2. Financial Plan.
7.3. Treasury Plan (forecast, prevision 1 year)
7.4. Profit and Loss Account (forecast, prevision 5 years)
7.5. Balance Sheet (forecast, prevision 5 years)
7.6. Break-even point.
7.7. Ratios: profitability, solvency, liquidity, investor.

8.- CONTROL SISTEMS, BALANCED SCORECARD (KPI TO MANGE THE COMPANY) AND CONTINGENCY PLANS.

9.- CONCLUSIONS.
10. Recommended Reading

a. Mandatory Reading


b. Further Reading

c. Online Support Material

www.gemconsortium.org

www.ipyme.org

www.keiretsuforum.com