

Faculty of Law

Degree in Labour Relations ( Optional )

## SUBJECT TEACHING GUIDE

G1219 - Setting up Businesses

Academic year 2013-2014

### 1. DATA IDENTIFYING THE SUBJECT

|                         |   |
|-------------------------|---|
| Title/s                 | Degree in Labour Relations ( Optional )   |
| Centre                  | Faculty of Law  |
| Module / Subject matter | Subject Area: Organisation of Business and Work, Administration and Management of Human Resources |
| Code and denomination   | G1219 - Setting up Businesses   |
| Credits ECTS            | 6   |
| Course/ Term            | (2)   |
| Web                     |   |
| Language taught in      | English   |
| Teaching Methods        |   |

|                      |   |
|----------------------|---|
| Department           |   |
| Lecturer responsible | LADISLAO LUNA SOTORRIO  |
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| Office number        | Fac. de Derecho y Fac. de CC Economicas y Empresariales. Planta: + 2. DESPACHO (E215) |
| Other teachers       | ELISA PILAR BARAIBAR DIEZ   |

### 2. PREREQUISITE KNOWLEDGE

The course aims to show and apply a simple method to analyze the viability of business projects through which entrepreneurs can assess the real potential of their ideas. The process from when a person has an idea that can potentially lead to the creation of a company until he decides to put it into practice is the most complex since in this phase the entrepreneur should address the risks of allocating resources to an activity with partial information.

### 3. GENERAL AND SPECIFIC STUDY PLAN COMPETENCES DEVELOPED IN THE SUBJECT

| General Competences  | Level |
|--|-------|
| Capacity for organising, planning and managing information. Students will be able to determine effectively the aims, priorities, methods and controls to carry out tasks by organising activities with the time and means at their disposal, and will know how to structure, collect, process and obtain results from given information.   | 1     |
| Capacity for autonomous learning and creative reasoning. Students will be prepared, on the one hand, to carry out an appropriate and selective search for new sources of knowledge and, on the other, to understand and incorporate the resulting new knowledge in a systematic way. They will also know how to systematically develop original approaches in performing academic and professional tasks and projects. | 1     |
| Specific Competences   | Level |
| Capacity to participate in the elaboration and design of organisational strategies, developing the human resources strategy of the organisation.   | 1     |
| Knowledge of foreign languages: English.   | 1     |

### 3.1 LEARNING OUTCOMES OF THE SUBJECT

\_ Make a business plan, assess the feasibility and know administrate processing to begin the company.

#### 4. OBJECTIVES OF THE SUBJECT

The aim of the subject is to systematize the way necessary information must be collected to weigh the weaknesses and the potential of a business idea, assessing the resources needed to perform the investments necessary to carry it out and quantifying the economic effects arising from the activity by a forecast of the flow of incomes and expenses.

The course has a practical orientation so that students, as they explore all the steps to be followed in the viability analysis according to a standard format, can assess the viability of the idea so that when the course ends they have a report which allows to assess the idea and may also be used to seek funding or public support.

The teaching method consists of a theoretical discussion to provide the basic knowledge to develop each of the sections. Then, a practical application of the theory to the idea that gives each student in class is made, discussing each of the contributions in order to outline all the details.

The project must be developed in groups of no more than five people, coinciding the performance of each section with the explanation of such material in class, so students can expose specific parts of the work. Thus when the theoretical program ends, each group have their work completed and can be already presented.

#### 5. ORGANISATION AND TEACHING METHODS

| ACTIVITIES                                   | SUBJECT HOURS |
|--|---------------|
| PRESENIAL ACTIVITIES                         |               |
| CLASS HOURS (A)                              |               |
| - Theory (TE)                                | 39            |
| - Classroom Practicals (PA)                  | 21            |
| - Laboratory Practicals (PL)                 |               |
| - Hours Clinics (CL)                         |               |
| Subtotal of class hours                      | 60            |
| FOLLOW-UP ACTIVITIES (B)                     |               |
| - Tutorials (TU)                             | 10            |
| - Evaluation (EV)                            | 5             |
| Subtotal of follow-up activities             | 15            |
| <b>Total for presential activities (A+B)</b> | <b>75</b>     |
| NON-PRESENIAL ACTIVITIES                     |               |
| Group work (TG)                              | 15            |
| Autonomous work (TA)                         | 60            |
| Non-presential Tutorials (TU-NP)             |               |
| Non-presential Evaluations (EV-NP)           |               |
| <b>Total for non-presential activities</b>   | <b>75</b>     |
| <b>TOTAL HOURS</b>                           | <b>150</b>    |

## 6. ORGANISATION OF TEACHING IN THE SUBJECT

| CONTENTS                         |   | TE           | PA           | PL          | CL          | TU           | EV          | TG           | TA           | TU-NP       | EV-NP       | Week  |
|----------------------------------|---|--------------|--------------|-------------|-------------|--------------|-------------|--------------|--------------|-------------|-------------|-------|
| 1                                | LESSON 1. THE DECISION TO CREATE A COMPANY: CONCEPT OF VIABILITY        | 5,00         | 3,00         | 0,00        | 0,00        | 2,00         | 0,00        | 0,00         | 10,00        | 0,00        | 0,00        | 1-3   |
| 2                                | LESSON 2. ECONOMIC VIABILITY  | 5,00         | 3,00         | 0,00        | 0,00        | 1,00         | 0,00        | 1,00         | 10,00        | 0,00        | 0,00        | 4-5   |
| 3                                | LESSON 3. COMMERCIAL VIABILITY  | 9,00         | 4,00         | 0,00        | 0,00        | 2,00         | 1,00        | 1,00         | 10,00        | 0,00        | 0,00        | 6-7   |
| 4                                | LESSON 4. TECHNICAL VIABILITY   | 9,00         | 4,00         | 0,00        | 0,00        | 2,00         | 1,00        | 1,00         | 10,00        | 0,00        | 0,00        | 8-9   |
| 5                                | LESSON 5. FINANCIAL VIABILITY   | 6,00         | 4,00         | 0,00        | 0,00        | 1,00         | 1,00        | 1,00         | 10,00        | 0,00        | 0,00        | 10-11 |
| 6                                | CREATION OF THE COMPANY AND LEGAL PROCEDURES                            | 5,00         | 3,00         | 0,00        | 0,00        | 1,00         | 0,00        | 1,00         | 10,00        | 0,00        | 0,00        | 11-12 |
| 7                                | Elaboration and presentation of a viability study of a business project | 0,00         | 0,00         | 0,00        | 0,00        | 1,00         | 2,00        | 10,00        | 0,00         | 0,00        | 0,00        | 13-14 |
| <b>TOTAL HOURS</b>               |   | <b>39,00</b> | <b>21,00</b> | <b>0,00</b> | <b>0,00</b> | <b>10,00</b> | <b>5,00</b> | <b>15,00</b> | <b>60,00</b> | <b>0,00</b> | <b>0,00</b> |       |
| This organisation is indicative. |   |              |              |             |             |              |             |              |              |             |             |       |

|       |                                     |
|-------|-------------------------------------|
| TE    | Hours of theory                     |
| PA    | Hours of classroom practicals       |
| PL    | Hours of laboratory practicals      |
| CL    | Clinic Hours                        |
| TU    | Hours of tutorials                  |
| EV    | Hours of evaluation                 |
| TG    | Hours of group work                 |
| TA    | Hours of autonomous work            |
| TU-NP | Hours of non-presential tutorials   |
| EV-NP | Hours of non-presential evaluations |

## 7. METHODS OF EVALUATION

| Description  | Type  | Final Eval. | Reassessn | %             |
|--|---|-------------|-----------|---------------|
| Presentation of 1 part of the project: idea and economic viability |   | No          | No        | 5,00          |
| Minimum mark   | 0,00  |             |           |               |
| Duration   |   |             |           |               |
| Date   | Week 2 March  |             |           |               |
| Conditions for reassessment  |   |             |           |               |
| Observations   | Group presentation and submission   |             |           |               |
| Presentation of 2 part of the project: commercial viability        |   | No          | No        | 5,00          |
| Minimum mark   | 0,00  |             |           |               |
| Duration   |   |             |           |               |
| Date   | First week April  |             |           |               |
| Conditions for reassessment  |   |             |           |               |
| Observations   |   |             |           |               |
| Presentation of 3 part of the project: technical viability         |   | No          | No        | 5,00          |
| Minimum mark   | 0,00  |             |           |               |
| Duration   |   |             |           |               |
| Date   | First week May  |             |           |               |
| Conditions for reassessment  |   |             |           |               |
| Observations   |   |             |           |               |
| Final submission and final presentation of the project             | Oral exam   | Yes         | Yes       | 55,00         |
| Minimum mark   | 5,00  |             |           |               |
| Duration   |   |             |           |               |
| Date   |   |             |           |               |
| Conditions for reassessment  |   |             |           |               |
| Observations   |   |             |           |               |
| Theoretical test   | Test  | Yes         | Yes       | 30,00         |
| Minimum mark   | 3,00  |             |           |               |
| Duration   |   |             |           |               |
| Date   |   |             |           |               |
| Conditions for reassessment  |   |             |           |               |
| Observations   |   |             |           |               |
| <b>TOTAL</b>   |   |             |           | <b>100,00</b> |
| Observations   | In order to pass the course, it is necessary to be integrated into a group and do the work of analyzing the viability of a business project (the work can not be done individually) |             |           |               |
| Observations for part-time students                                |   |             |           |               |

## 8. BIBLIOGRAPHY

### BASIC

Felix Velasco. (2007). Aprender a elaborar un plan de negocio  
 Ricardo Mateo (2004). Creación de Empresas. Teoría y práctica

### COMPLEMENTARY

www.cear-empresas.com  
 www.guia.ceei.es  
 www.infoayudas.com

## 9. SOFTWARE

| PROGRAM / APPLICATION | CENTRE | FLOOR | ROOM | TIME |
|-----------------------|--------|-------|------|------|
|-----------------------|--------|-------|------|------|

## 10. LINGUISTIC COMPETENCES

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Reading comprehension                | <input checked="" type="checkbox"/> Listening comprehension |
| <input checked="" type="checkbox"/> Written expression                   | <input checked="" type="checkbox"/> Oral expression         |
| <input checked="" type="checkbox"/> Subject taught completely in English |   |

### Observations