

DEVELOPMENT OF INNOVATIVE BUSINESSES AND PROJECTS

Responsible professor: JOSÉ MANUEL SÁNCHEZ VÁZQUEZ

Credits: 2,5 ECTS

Detailed programme:

LEARNING BLOCK	TOPIC OR ACTIVITY
B1	Introduction to the entrepreneurial phenomenon.
B2	Creativity and recognising opportunities.
B3	Business modelling with Canvas (I).
B4	Business modelling with Canvas (II).
B5	Business modelling with Canvas (III).
B6	Business modelling with Canvas (IV).
B7-8	Business plan.
B9-10	Presentation of business plans and round table.

Evaluation system:

	SYSTEM	WEIGHT
	Written or oral exam	10 – 20
Attendance and usage of on-site formative activities		0 – 20
	Written essays	50 – 70
Presentation of exercises, topics and projects		20 – 30
Attendance and participation in practical activities		0 – 20