

DEVELOPMENT OF INNOVATIVE BUSINESSES AND PROJECTS

Credits: 12 ECTS

Brief description of the contents:

- Introduction to the entrepreneurial phenomenon
- Development of the business idea: creativity techniques workshop
- Management skills and negotiation techniques
- Business plan and feasibility analysis
- Legal aspects and procedures in order to start-up
- Financial sources
- Techniques for the communication and presentation of a new company project

Detailed programme:

LEARNING BLOCK	TOPIC OR ACTIVITY
B1	The aquaculture business.
B2	Aquaculture technical projects.
B3	Aquaculture legislation and administrative procedures.
B4	Case study: Aquaculture legislation.
B5	“Development of European projects in terms of aquaculture and fisheries. Horizon 2020.”
B6	“Development of national and Andalusian projects in terms of aquaculture and fisheries.”
B7	Management of a fisheries reserve.
B8	Management of artificial reefs.
B9	The entrepreneur method.
B10	Creativity and opportunities.
B11	Business modelling with Canvas (I).
B12	Business modelling with Canvas (II).
B13	Business plan I (Canvas).
B14	Business plan II (Canvas).
B15	Business plan III.
B16	Business plan IV.
B17	Project presentations.
B18	Project presentations.

Evaluation system:

SYSTEM	WEIGHT
Class attendance and participation	5 – 20
Individual and group projects	20 – 40
Case studies	10 – 20
Content test	10 – 20