

1. COURSE

ET301. Entrepreneurship II (Mandatory)

2. GENERAL INFORMATION

2.1 Credits	:	3
2.2 Theory Hours	:	2 (Weekly)
2.3 Practice Hours	:	-
2.4 Duration of the period	:	16 weeks
2.5 Type of course	:	Mandatory
2.6 Modality	:	Face to face
2.7 Prerequisites	:	ET201. Entrepreneurship I. (8 th Sem)

3. PROFESSORS

Meetings after coordination with the professor

4. INTRODUCTION TO THE COURSE

The aim of this course is to provide the future professional with knowledge, attitudes and skills that will enable him/her to form his/her own software development and/or IT consultancy company. The course is divided into three units: Project Assessment, Services Marketing and Negotiations. In the first unit, the student will be able to analyze and make decisions regarding the viability of a project and/or business.

In the second unit, the aim is to prepare the student to carry out a satisfactory marketing plan of the good or service that his company can offer to the market. The third unit seeks to develop the negotiating skills of the participants through experiential and practical training and theoretical knowledge that will allow them to close contracts where both the client and the supplier are winners. We consider these issues to be extremely critical in the launch, consolidation and eventual re-launching stages of a technology-based company.

5. GOALS

- That the student understands and applies the terminology and fundamental concepts of economic engineering that allow him/her to value a project in order to make the best economic decision.
- That the student acquires the bases to form his own technology-based company.

6. COMPETENCES

- d) An ability to function on multidisciplinary teams. (**Usage**)
- f) An ability to communicate effectively. (**Usage**)
- m) Transform your knowledge of the area of Computer Science into technological enterprises. (**Assessment**)

7. SPECIFIC COMPETENCES

- d4) Collaboratively develop business plans for technology companies. ()
- f3) Transmit technical proposals in English to audiences in other areas. ()
- f4) Present a business plan to potential investors. ()
- m1) Create a technology-based company in the country and / or internationally. ()

8. TOPICS

Unit 1: (20)	
Competences Expected: C19	
Topics	Learning Outcomes
<ul style="list-style-type: none"> • Introduction. • Decision-making process. • The value of money over time. • Interest Rate and Rate of Return. • Simple interest and compound interest. • Cost identification. • Net Cash Flow. • Return on Investment (ROI). • Net Present Value (NPV). • Project Valuation. 	<ul style="list-style-type: none"> • To allow the student to make decisions on how best to invest the available funds, based on the analysis of both economic and non-economic factors that determine the viability of a venture. [Assessment]
Readings : [BT06]	

Unit 2: (30)	
Competences Expected: C20	
Topics	Learning Outcomes
<ul style="list-style-type: none"> • Introduction. • Importance of marketing in service companies. • The Strategic Process. • The Marketing Plan. • Strategic marketing and operational marketing. • Segmentation, targeting and positioning of services in competitive markets. • Product life cycle. • Aspects to be considered in the setting of prices in services. • The role of advertising, sales and other forms of communication. • Consumer behaviour in services. • Fundamentals of Service Marketing. • Creation of the service model. • Service quality management. 	<ul style="list-style-type: none"> • Brindar las herramientas al alumno para que pueda identificar, analizar y aprovechar las oportunidades de marketing que generan valor en un emprendimiento. [Usage] • To achieve that the student knows, understands and identifies criteria, abilities, methods and procedures that allow an adequate formulation of marketing strategies in specific sectors and media such as a technology-based company. [Usage]
Readings : [KK06], [LW09]	

Unit 3: (10)	
Competences Expected: C18	
Topics	Learning Outcomes
<ul style="list-style-type: none"> • Introduction. What is a negotiation?. • Theory of negotiation needs. • The negotiation process. • Trading styles. • Game theory. • The Harvard method of negotiation. 	<ul style="list-style-type: none"> • Know the key points in the negotiation process. [Usage] • Establish an effective negotiation methodology. [Usage] • To develop skills and abilities that allow to carry out a successful negotiation. [Usage]
Readings : [FUP96], [MM06]	

9. WORKPLAN

9.1 Methodology

Individual and team participation is encouraged to present their ideas, motivating them with additional points in the different stages of the course evaluation.

9.2 Theory Sessions

The theory sessions are held in master classes with activities including active learning and roleplay to allow students to internalize the concepts.

9.3 Practical Sessions

The practical sessions are held in class where a series of exercises and/or practical concepts are developed through problem solving, problem solving, specific exercises and/or in application contexts.

10. EVALUATION SYSTEM

***** EVALUATION MISSING *****

11. BASIC BIBLIOGRAPHY

- [BT06] Leland Blank and Anthony Tarkin. *Ingeniería Económica*. McGraw Hill, México D.F., México, 2006.
- [FUP96] Roger Fisher, William Ury, and Bruce Patton. *Si... ¿de acuerdo! Cómo negociar sin ceder*. Norma, Barcelona, 1996.
- [KK06] Philip Kotler and Kevin L. Keller. *Dirección de Marketing*. Prentice Hall, México, 2006.
- [LW09] Christopher Lovelock and Jochen Wirtz. *Marketing de servicios. Personal, tecnología y estrategia*. Prentice Hall, México, 2009.
- [MM06] Fernando de Manuel Dasí and Rafael Martínez-Vilanova Martínez. *Técnicas de Negociación. Un método práctico*. Esic, Madrid, 2006.