

COURSE OUTLINE

Year: 2006--2007

LEVEL: III, TERM 1

NAME OF THE SUBJECT: Small Business Management and Entrepreneurship

NO. CREDITS: 4

NAME OF THE TEACHER: Federico Malpica

SHORT CV OF THE TEACHER:

Professor Malpica academic background starts with a bachelor in Marketing, he is postgraduate as Masters in Business Administration for educational institutions (Universitat de Barcelona), Masters on Educational Quality and PhD. on Educational Sciences (Cum Laude) by Universitat Autònoma de Barcelona.

He has been working as an Associate Consultant and Educational Quality Area Manager since 1999.

He set up his first company at the age of 26. Since then, he has been co-founder of 6 different enterprises in Mexico and Spain and he is now CEO of CENTRUM Accompanying, a consulting firm for educational sector.

His professional expertise areas are: Business Sciences with special attention in Marketing, Educational innovation & Management, Organizational Development, eBusiness and Applied Pedagogy.

SEMESTER 1

COURSE DESCRIPTION:

- I. **CAUSATION:** Students should develop acknowledge of their own personal principles and find how to “make meaning” in this world. They should express it in a unique an original entrepreneurial idea, following the steps to start the way of entrepreneurship.
- II. **ARTICULATION:** Students should focus their own business ideas in order to positioning their products/services and develop effective communication, negotiation processes and evangelizing stakeholders as well as possible customers.

COURSE OBJECTIVE:

1. To develop necessary knowledge, skills and attitudes in order to lead the creation of a great enterprise (companies, divisions, not-for-profit organisations, etc.).
2. To foster creativity and power of mind to make meaning and express it through his/her own entrepreneurial idea.
3. To integrate the knowledge of other business subjects focusing in establish and running an entrepreneurial idea, by itself or within a company (internal entrepreneurship).

COURSE STRUCTURE:

Methodology:

- Real life projects, cases and examples: own experiences, special guests, real cases.
- Diverse Dynamics & fun: Every class, one dynamic or exercise.
- Motivation to create networks: Alliances, Joint Ventures and personal contacts stimulation.
- Organized work, evaluation and class topics: Follow the programme all over the year.
- Focus on deep learning more than in content: Preference on life-long learning experience even if we don't cover all the programme content.

- Clear and Interactive explanations: Use of Top Ten List format.
- Patience, help and doubts clarify: Consideration that no everybody learns in the same way.
- Effective, interesting and useful topics only: Each class, at least one great tip for life.
- Good relations and atmosphere: win-win negotiations and active learning experiences.

Evaluation:

- CONTINUOUS EVALUATION PROGRAMME (CEP) with periodical Evaluation tests (ET) during the academic year.
- Every Class there is an opportunity to get points for CEP by Class Questions.

SYLLABUS:

- I. CAUSATION
- II. ARTICULATION

SYLLABUS

SEMESTER 1			
			CLASS SUBJECT
12 Sept -15 Sept	Enrolment / Orientation / Registration Week	Wk 1	
18 Sept -22 Sept	Teaching Week 1	Wk 2	I.A. Introduction to the Business Creation as an Art.
25 Oct -29 Oct	Teaching Week 2	Wk 3	I.B. The Art of Starting
02 Oct -06 Oct	Teaching Week 3	Wk 4	I.C. The Art of being a Mensch
09 Oct -11 Oct	Teaching Week 4 12 Oct, 13 Oct Bank Holiday	Wk 5	
16 Oct -20 Oct	Teaching Week 5	Wk 6	II.A. The Art of Positioning
23 Oct -27 Oct	Teaching Week 6	Wk 7	1st. E.T. (Evaluation Test) – Solving a Business Situation for new entrepreneurs.
30 Oct -03 Nov	Teaching Week 7 01 Nov Bank Holiday	Wk 8	II.B. The Art of Positioning
06 Nov -10 Nov	Teaching Week 8	Wk 9	II.C. The Art of Pitching
13Nov -17 Nov	Teaching Week 9	Wk 10	II.D. The Art of Writing a Business Plan
20 Nov -24 Nov	Teaching Week 10	Wk 11	II.E. The Art of Writing a Business Plan
27 Nov -01 Dec	Teaching Week 11	Wk 12	II.F. The Art of Writing a Business Plan
04 Dec -08 Dec	Teaching Week 12 06 Dec – 08 Dec Bank Holiday	Wk 13	II.G. The Art of Writing a Business Plan
11 Dec –15 Dec	EXAMS	Wk 14	2nd. E.T. (Evaluation Test) – First Draft of Business Plan.
	TOTAL HOURS	24	

Course text Books Recommended SEMESTER 1

Main:

Kawasaki, Guy (2004)

The Art of the Start

Portfolio – Penguin Books.

Green, Jim (2002)

Starting your own Business

How To Books, 3rd Edition.

Additional:

Bangs, D. *The first 12 months*. Kogan Page, 1995.

Jones, G. *Starting up*. Pitman Publishing, 1991.

Christensen, Clayton. *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. New York: HarperBusiness, 1997.

Druker, Peter F. *Innovation and Entrepreneurship: Practice and Principles*. New York: Harper & Row, 1985.

Hargadon, Andrew. *How Breakthroughs Happen: The Surprising Truth About How Companies Innovate*. Boston: Harvard Business School Press, 2003.

Shekerjian, Denise. *Uncommon Genius: How great ideas are born*. New York: Penguin Books, 1990.

Borden, Richard. *Public Speaking- as listeners like it!* New York: Harper & Brothers, 1935. (look in Amazon.com).

Piattelli-Palmarini, Massimo. *Inevitable Illusions: How Mistakes of Reason Rule Our Minds*. New York: John Wiley & Sons, 1994.

Christensen, Clayton, and Michael E. Raynor. *The Innovator's Solution: Creating and Sustaining Successful Growth*. Boston: Harvard Business School Press, 2003.

Nesheim, John. *High Tech Startup: The Complete Handbook for Creating Successful New High-Tech Companies*. New York: Free Press, 2000.

Record, Matthew. *Preparing a Winning Business Plan*. Oxford, UK: How To Books, 2003.

Trout, Jack. *The Power of Simplicity: A management guide to cutting through the nonsense and doing things right*. New York: McGraw-Hill, 1999.