

Business Creation

Tema 1

Overview of the course and its requirements. The Entrepreneurial Process. The Characteristics of an Entrepreneur.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 1 i 2.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 1.

Tema 2

Entrepreneurship: Differences across countries.

Lectures

DURAN, Rachel. "Speaking Entrepreneur". *Business Expansion Journal*, 2003.

McDOUGALL, P. P.; OVIATT, B. M. "Some Fundamental Issues in International Entrepreneurship". *Entrepreneurship Theory & Practice*, 2003.

REYNOLDS i d'altres. *Global Entrepreneurship Monitoring*, 2000.

Tema 3

Creativity, Innovation and Entrepreneurship.

Lectures

GILBERT, C. "The Disruption Opportunity". *MTI Soan Management Review*, 2003.

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 3.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 2.

Tema 4

Opportunity recognition. Ideas to reality.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 4.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 2.

Tema 5

Organization of groups and discussion of projects.

Tema 6

Forms of business ownership. Entry strategies. Starting a new business, buying an existing one, franchises and family businesses.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 6.

WARD, M.; WRIGHT, M.; ROBBIE, K. "Corporate restructuring and development of management buy-outs in Europe". *European Business Journal*, 1991.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 4 i 5.

Tema 7

Ethics and social responsibility. The social entrepreneur.

Lectures

KUMAR, G. Saradhi. "The social entrepreneur. Serving the "niche" business". *India Case Study*. Hyderabad: ICFAI Business School Case Development Centre, 2004.

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 10.

Tema 8

Market assessment and analysis. Forces, trends and events. Market Research.

Lectures

MARIO, C.; LARSON, A. "The organic food industry: A global perspective". *University of Virginia Case Study*. Darden Business Publishing, 2001.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 6.

Tema 9

The marketing plan and E-Commerce.

Lectures

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005.

Cap. 7, 8 i 13.

Tema 10

Strategic planning.

Lectures

BARTLETT, C. A.; McLEAN, A. N.; GLINSKA, M. "Entrepreneurship goes global: Res Med's Gamble". *Harvard Business School Case Study*, 2004.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 3.

Tema 11

Discussion of market analysis and marketing plans of entrepreneurial projects.

Tema 12

The importance of managing cash flow.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 17 i 18.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 9.

Tema 13

The financial plan.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 13.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 10.

Tema 14

The what and why of a business plan. Discussion of essay ideas.

Lectures

HAY, M. "How to write a business plan". *London Business School Note*, 2002.

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 12.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 11.

Tema 15

Finding resources, equity capital, debt financing, strategic associations.

Lectures

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 14, 15 i 16.

VAN DER SIJDE, P.; GROEN, A. "Banking and Entrepreneurship: Assessing and fostering the value of intangibles". *Dutch Institute for Knowledge Intensive Entrepreneurship Case Study*, 2003.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 12.

Tema 16

The entrepreneurial organization. Managing people for success.

Lectures

GITTELL, J. H.; O'REILLY, C. A. "JetBlue Airways: Starting from scratch". *Harvard Business School Case Study*, 2001.

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003. Cap. 8 i 9.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 15.

Tema 17

International opportunities for entrepreneurs. The entrepreneur goes global.

Lectures

CONKLIN, D. W. "Dynamic Windows and Doors Inc: Creating a new small business with global ambitions". *Richard Ivey School of business*. The University of Ontario, 1994.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005. Cap. 14.

Tema 18

Concluding session. What have we learned? Discussion of entrepreneurial projects.

Exam week

Student presentations of entrepreneurial projects.

Altres activitats

Presentations by invited speakers (entrepreneurs, representatives from supporting organizations and financial and venture capital organizations) will occur during practical classes and are to be announced. Presence is obligatory.

Bibliografia

Llibres

TIMMONS, Spinelli. *New Venture Creation: Entrepreneurship for the 21st Century*. McGraw Hill, Higher Education, 2003.

ZIMMERER, T. W.; SCARBOROUGH, N. M. *Essentials of Entrepreneurship and Small Business Management*. 4a. ed. Pearson Education International, 2005.

Casos d'estudi i notes

BARTLETT, C. A.; McLEAN, A. N.; GLINSKA, M. "Entrepreneurship goes global: Res Med's Gamble". *Harvard Business School Case Study*, 2004.

CONKLIN, D. W. "Dynamic Windows and Doors Inc: Creating a new small business with global ambitions". *Richard Ivey School of business*. The University of Ontario, 1994.

GITTELL, J. H.; O'REILLY, C. A. "JetBlue Airways: Starting from scratch". *Harvard Business School Case Study*, 2001.

HAY, M. "How to write a business plan". *London Business School Note*, 2002.

KUMAR, G. Saradhi. "The social entrepreneur. Serving the "niche" business". *India Case Study*. Hyderabad: ICFAI Business School Case Development Centre, 2004.

MARIO, C.; LARSON, A. "The organic food industry: A global perspective". *University of Virginia Case Study*. Darden Business Publishing, 2001.

VAN DER SIJDE, P.; GROEN, A. "Banking and Entrepreneurship: Assessing and fostering the value of intangibles". *Dutch Institute for Knowledge Intensive Entrepreneurship Case Study*, 2003.

Articles

DURAN, Rachel. "Speaking Entrepreneur". *Business Expansion Journal*, 2003.

GILBERT, C. "The Disruption Opportunity". *MTI Soan Management Review*, 2003.

McDOUGALL, P. P.; OVIATT, B. M. "Some Fundamentals Issues in International Entrepreneurship". *Entrepreneurship Theory & Practice*, 2003.

REYNOLDS i d'altres. *Global Entrepreneurship Monitoring*, 2000.

WARD, M.; WRIGHT, M.; ROBBIE, K. "Corporate restructuring and development of management buy-outs in Europe". *European Business Journal*, 1991.