

Code - Course	054226 – Strategy and entrepreneurship				
Type:	Compulsory			Year	Fourth
Thematic Area	Project and entrepreneurship management			Credits	6 ECTS
Professor in charge of the course				Xavier Gassó	
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In-class	52h	Teacher-led	40h	Individual	58h

BRIEF COURSE DESCRIPTION

The current business scenario is characterized by being a variable, unstable and complex environment, where organizations must learn to coexist with the competitive pressure of the sector and develop complete and coherent strategies, to respond to sociocultural, technological, political and organizational changes, with the aim of establishing a preferred position in the market and thus maintaining its advantage.

BASIC SKILLS

CG02 – Make an additional effort to achieve a goal or objective, undertaking new challenges, projects.

SPECIFIC SKILLS

CE17 - Interpret the relevant information at the economic-financial level of the catering companies, in order to carry out the diagnosis and adequate control and adopt corrective measures that can be applied to guarantee the sustainability of the business.

CE20 - Design culinary production processes, determining the organizational structure and the necessary resources, taking into account the objectives of the company.

CE22 - Distinguish and apply the documentation related to the kitchen production units, to carry out budgetary controls, reports.

LEARNING OUTCOMES

- In this subject, the student will deepen the basic strategic skills that allow them to reflect on the real problems that companies must face, establishing qualitative and quantitative analysis criteria, designing alternative scenarios and making decisions for the implementation of strategic solutions. Through the study of different practical cases, the student will have the opportunity to apply the knowledge acquired up to now in organization and business management, and will learn to define, design and implement strategies, as well as to launch their own business projects.
- Understand environment-specific variables.
- Identify the key and critical factors of business creation and value capture.
- Integrate the different analyzes that allow defining a business strategy.
- Identify the actual and projected business positioning.
- Understand the interdependence of different business strategies.
- Understand the concept of strategic direction that catering companies have to adopt.
- Get a strategist mindset.
- Analyze and make simple and complex strategic decisions and understand the impact of the company.
- Develop a strategic restaurant business plan.
- Identify key factors for the implementation of entrepreneurial projects.
- Carry out a business plan
- Identify risk factors, analyze and manage them.
- Identify financing opportunities to undertake.
- Understand the process of growth and development of companies.

ACADEMIC OUTCOME

1. Introduction to strategy
2. Tools at the service of strategy
3. Strategy Types
4. Strategic implementation
5. Introduction to entrepreneurship
6. Detection of business opportunities
7. Entrepreneur skills and tools
8. The business plan
9. Financing in the world of entrepreneurship

10. The negotiation

LEARNING METHODOLOGY

The planned learning methodologies contemplate a diversity of processes, among which it is worth highlighting those cognitive ones linked to the understanding of the principles of tourism and the global tourism system, the inclusion of skills with a greater component of technical skills; Thus, the activities and dynamics, both individual and group, associated for this subject are the following:

- Expositive classes
- Study of cases
- Led discussion
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation system measures the student's learning process taking into account the competences and contents of each subject.

Students can choose between the continuous evaluation or the single evaluation:

Continuous Evaluation: the teaching-learning process is evaluated through continuous monitoring of the activities carried out by the students during the semester and a final individual evaluation. Students must attend classes to be assessed through continuous assessment.

Single Assessment: those students who cannot regularly attend class may choose to be assessed through the single assessment. The teaching-learning process is evaluated by evaluating all the activities and a final individual test.

To take advantage of this modality, it is necessary to request it through the evaluation section of the Virtual Campus within the first 15 days from the beginning of the subject.

The planning of the evaluation activities will be public for the students from the start date of the subject.

Activities	Type	Continuous	Single	Week deadline
Activity1	Group	25%	15%	50
Activity2	Group	35%	25%	45
Final Exam	Individual	40%	60%	Exam's week
Total		100%	100%	

To pass the subject, it is an essential requirement to have obtained a minimum final grade of "5", as long as the student has completed the test/s or individual work/s established in the subject. This final test/s or work/s must be graded with a minimum of "4" in order to calculate the average of all the evaluation activities carried out during the course.

Review and Reassessment of the Subject

The student has the right to review all the evaluation evidence that has been designed to assess their learning.

If the student fails to achieve the learning objectives of the subject, in order to qualify for a subject reassessment it will be essential to have obtained a final grade for the subject between "4-4.9", and to have taken the individual final test/s or work/s of the course.

The re-evaluation process will only imply modification of the final qualification certificate if the new evaluation test is approved and, in any case, the maximum qualification will be "5". This grade will be averaged with the rest of the grades of the evaluation activities that the student has carried out during the corresponding school period, taking into account the percentages established in each subject, configuring the final grade for the subject.

REFERENCES

Basic bibliography:

Josh Kaufman (2018) Tu propio MBA

Guy Kawasaki (2016) El arte de empezar 2.0: La guía definitiva para empezar cualquier negocio en un mundo 2.0

Eric Rise (2013) El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua (Español) Tapa blanda – 1 abril 2013

Jeremy Kourdi (2015) Estrategia de negocios: Guia para tomar decisions efectives

A. G. Lafley & Roger L. Martin (2013) Jugar para ganar: Cómo la estrategia realmente funciona

Richard P. Rumelt (2011) Buena Estrategia, Mala Estrategia: la diferencia y por qué importa

Brown, T. (2012). From Blueprint to Genetic Code: The merits of an evolutionary approach to design. Rotman Magazine.