



ENTREPRENEURIAL SKILLS: GENERATING AND DEVELOPING BUSINESS OPPORTUNITIES

Dates: June 31st – July 11th, 2025

Teaching hours:

Area of knowledge: Entrepreneurship and Marketing

Academic coordinator/s: Raquel Antolín López and Justo Alberto Ramírez Franco



INTRODUCTION [250-300 words]

We live in an age of unprecedented global and technological transformation. Current environments are characterized by increasing globalization, uncertain trends, and complex global and local social and environmental challenges. Developing entrepreneurship-related skills (opportunity recognition/creation, problem identification and solving, creativity, innovation, etc.) might help our students, prospective professionals, to navigate this uncertain, complex, and dynamic business environment. Entrepreneurial skills are not only increasingly demanded by employers, but their acquisition can open up new career opportunities for students, such as the opportunity to create their own future and make the world a better place where to live through the foundation of their own companies and the launch of innovations. Entrepreneurship-related skills help students develop mental flexibility and lateral thinking so they can identify problems and find solutions that create value.

This course offers a practical and applied perspective to help students develop entrepreneurship-related skills. Specifically, students will learn and experience the phases of the entrepreneurial process through the development of an entrepreneurship project in teams: generating business ideas for new and better products/services, evaluating the attractiveness of business ideas as business opportunities, designing business models, or restructuring current organizational processes to develop them, evaluating the viability of the business opportunity, and learning how to sell their inventions. In addition, this course aims to encourage the development and application of entrepreneurship skills in international organizations and multicultural environments.

The different modules will be taught by both lecturers from the University of Almería specialized in Entrepreneurship, Management, and Marketing, and by professionals who are entrepreneurship consultants. In addition, all the lecturers have teaching experience in different bachelor's degrees and master/postgraduate courses, and English teaching. The lecturers are active in research with publications in prestigious international journals on the topic such as the *Journal of International Business Studies*, *Academy of Management Learning and Education*, *Technovation*, *International Journal of Research in Marketing*, *J. of Business Ethics*, etc. Entrepreneurship professionals can share their business perspectives and practical experience to bring students closer to the real world and provide practical advice for the development of their entrepreneurial skills and projects.

MAIN GOALS

The general objective is to learn about entrepreneurship and the entrepreneurship process to develop practical notions and skills needed to launch a new business project.

Upon successful completion of this course, students shall:



1. Learn about entrepreneurship and its process, and entrepreneurial skills.
2. Acquire the knowledge and skills required to develop a business idea and assess its viability and feasibility.
3. Develop competences for the creation of a new company and the development of an innovative project in an international context.
4. Learn how to present and attract supporters for a business idea.

CONTENT

The sessions are structured following the “Entrepreneurial cycle” that allows exploring and knowing the process of new venture creation/innovation development from the beginning to the end. Specifically, the entrepreneurial cycle covers the following stages: Opportunity generation (creativity and the generation of business ideas), Opportunity evaluation (assessment of the attractiveness, viability, and feasibility of a business idea), Opportunity exploration (business model elements and design), and Opportunity exploitation (the launch of the business idea to the market).

Course Modules	Description
MODULE A: Introduction to Entrepreneurship	<ul style="list-style-type: none"> • Introduction to entrepreneurship, and its forms. • The profile of the entrepreneur: traits and skills • The relevance of entrepreneurship
MODULE B: Opportunity generation	<ul style="list-style-type: none"> • Opportunity recognition vs. creation • Creativity, creativity techniques, and innovation
MODULE C: Opportunity evaluation	<ul style="list-style-type: none"> • Opportunity analysis: Idea feasibility and viability • Market research and techniques
MODULE D: Opportunity exploration	<ul style="list-style-type: none"> • Business models design • Digital strategy and E-commerce
MODULE E: Opportunity exploitation	<ul style="list-style-type: none"> • Teamwork: business idea development • Business idea competition: the investment forum
COMPANY VISITS	<ul style="list-style-type: none"> • Clisol Agro • Oro del Desierto
TALKS WITH EXPERTS	<ul style="list-style-type: none"> • Young entrepreneurs panel

COURSE METHODOLOGY [200-250 words]

In-lab sessions <input checked="" type="checkbox"/>	Company visits <input checked="" type="checkbox"/>
Academic visits <input checked="" type="checkbox"/>	Talks <input checked="" type="checkbox"/>
Lectures <input checked="" type="checkbox"/>	Others <input type="checkbox"/>

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The methodology of this course is eminently practical and fosters active participation and interaction of students, especially in a multicultural manner. The contents are predominantly oriented toward the development of individual and team entrepreneurial skills.

During the lessons, a variety of active and experiential learning methodologies are used: group dynamics, role plays, problem-solving activities, case studies, etc. Gamification elements are also introduced to engage students. In addition, a core teaching methodology of the course is project-based learning since students will develop their own innovative projects following the entrepreneurial cycle/process. The completion of the course will consist of the development of a business idea in teams, which students will have to present to the rest of the class and to a committee in a simulated investment forum.

In addition, students will have the opportunity to visit two innovative companies in traditional sectors that are considered leading companies. Thus, they will have the opportunity to learn from entrepreneurial practitioners and experts.

The course is completely taught in English. All professors in this course have experience in teaching in English and at an Undergraduate and Master’s level. Furthermore, some lecturers are professionals and entrepreneurship consultants who collaborate with the University to transmit their practice-related experiences and knowledge.

REQUIREMENTS [100-150 words]

No previous knowledge is required. A good command of English is recommendable.

ACADEMIC VISITS & NETWORKING

This course has an eminently practical focus and the academic lessons are supplemented with company visits:

Company visit 1: CLISOL AGRO, a local ecological firm with extensive experience in the field of Mediterranean agriculture and an international reference in the sector worldwide. It has collaborated with the BBC documentary entitled “Europe’s Salad Bowl”. This firm is a clear example of an agriculture company that has focused on innovation to differentiate and compete in an increasingly globalized market with a higher number of consumers demanding higher quality products. Students will have the opportunity to know the entrepreneurship and innovation strategies being applied by the company for years which have become an international benchmark of quality and organic agriculture.

Company visit 2: Oro del Desierto, a family firm located in Tabernas (Almería) focused on the production of organic olive crops that produce Organic Extra Virgin Olive Oil. It is a company with a very relevant internationalization strategy, as it currently exports its products to more than 30 countries. In addition, its quality and trajectory have been acknowledged with different national and international awards. For example, recently it was awarded the 2º and 3º best olive oil awards according to the World Best Olive Competition 2018/2019. Students can learn more about internationalization processes at a practical level, as well as managerial, entrepreneurial, and marketing skills can be successful.

Talk with experts: Talk with entrepreneurs who have created or managed companies in different key sectors of Almería and that have an international scope or with the UAL Emprende service.

Alternative visits ((in case an unforeseen event occurs and the mentioned companies cannot be visited):

Beyond Seeds, is a seeds company that is part of the Biotech Group. The main purpose of this innovative and entrepreneurial company is to develop technological innovations in the field of plant biotechnology, based on scientific research carried out by their R&D team and in collaboration with scientific institutions, which help combat climate change and other sustainability grand challenges. The company is located in the Science and Technology Park of Almería (PITA) at the University of Almería, the group has a technical production and logistics center and a 3-hectares experimental station with research greenhouses. The group is also located in the Brickell financial district in Miami (USA).

The PITA, the Science and Technology Park of Almería. The Park is part of the Association of Science and Technology Parks of Spain (APTE), whose main objective is to collaborate in the renewal and diversification of productive activity, technological progress, and economic development. It is a center for business cooperation, innovation, internationalization, and an incubator of new companies for the agricultural sector. The PITA is focused on the development of agricultural technologies (bioeconomics), renewable energies, ICTs, water technologies, sustainable construction, and improving the internationalization strategy of agricultural companies. In addition to visiting the PITA headquarters, the students will have the opportunity to visit three companies located in the park: Technova (an experimental center), the LAB (a spinoff from the U. of Almería), and Biorizon and its microalgae plant.

ASSESSMENT

The evaluation is based on three criteria (0-100 points):

- Class participation: 10 points
- Class activities: 20 points
- Final team entrepreneurship project: 70 points

To pass the course, an overall grade of 50 and a minimum of 80% of attendance are required.



LECTURERS

Ph.D. **Raquel Antolín López** is a Full Professor of Management at the Department of Economics and Business Administration of the University of Almería. She also collaborates in several projects with Indiana University, the University of Colorado at Boulder, and the City University of New York. Her main research lines include corporate sustainability, sustainable entrepreneurship, sustainable cities management, and sustainability in business education. The quality of her research has been recognized with different international and national awards and has been published in journals such as the *Journal of International Business Studies*, *Academy of Management Learning & Education*, *Technovation*, and *Journal of Business Ethics*. On the teaching side, she teaches in both English and Spanish, Entrepreneurship and Managerial skills at the undergraduate level, and International Strategic Management and Multicultural business competences in the Master in International Business Administration and Languages. She has been the academic coordinator of the Business Study Abroad courses since 2015.

Ph.D. **Nieves García de Frutos** is an Associate Professor of Marketing at the Department of Economics and Business Administration of the University of Almería. She currently teaches Applied international market research in the Marketing degree and E-commerce in the Master of International Business Administration and Languages. In addition, she has experience in teaching Commercial Communication and Intercultural competences. She teaches in both English and Spanish. Her research to date has focused mainly on anti-consumption and sustainable consumer behavior and has been published in high-prestige journals such as the *International Journal of Research in Marketing, Psychology & Marketing*, *Journal of Macromarketing*, or the *Journal of Business Ethics*.

Ph.D. **Maria del Mar Gálvez Rodríguez** is an Associate Professor of Management at the Department of Economics and Business Administration of the University of Almería, where she actively participates in teaching, research, and management activities. Currently, she teaches Organization and Management, both in English and Spanish. At a master's level, she teaches Strategic Marketing and Digital strategy in the Master in Business Administration and International negotiation in the Master in International Business Administration and Languages. Her research activity focuses on Corporate Social Responsibility and Social Media in the Tertiary sector (NGOs) and has been published in high-impact journals such as *Public Relations Research*, *Voluntas*, *Internet Research*, and *Online Information Review*.

Justo Alberto Ramírez Franco and **José Manuel Torrente Galera** are the founders of Pair of Jacks, a consulting company for entrepreneurs and start-ups. They provide consulting services and training for the creation and acceleration of new ventures. They have relevant practical experience that includes training in entrepreneurship, the economic and financial viability of new business projects assessment, research market, and business plan skills. In addition, Justo Alberto Ramírez Franco is also a part-time lecturer at the Department of

Management at the U. of Almería. José Manuel Torrente Galera has also teaching experience since he collaborates with a high school to train students in economics and entrepreneurship.

Javier Plaza Ibarra, founder and CEO of Onlinement, a digital marketing consulting company that focuses on offering a complete digital marketing service including website development, graphic design, communication on social networks, and the implementation of online advertising campaigns both in social networks and Google ads. Javier Plaza has extensive experience in digital marketing in multiple sectors and countries such as France, Denmark, and Spain. He has also experience in digital marketing training and IA applied to Marketing.

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