



[ENTREPRENEURIAL SKILLS: GENERATING AND DEVELOPING BUSINESS OPPORTUNITIES]

Dates: July 3rd - 14th 2023

Teaching hours: 40h (5.3 ECTS)

Area of knowledge: Marketing, Business Management
& Administration

Academic coordinator: Raquel Antolín López



INTRODUCTION

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, future professionals, to navigate this uncertain, complex, and dynamic future. Entrepreneurial skills are not only increasingly demanded by employers, but their acquisition can open up new career opportunities for students, such as the opportunity of creating their own future and making 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 to 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 creations. 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 that are entrepreneurship consultants.

MAIN GOALS

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

CONTENT	
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 v.s 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

COURSE METHODOLOGY	
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 type="checkbox"/>	Others <input checked="" type="checkbox"/>
<p>Some other methodologies will be: group dynamics, gamification, problem-based learning, etc.</p> <p>The sessions are structured following the “Entrepreneurial cycle” that allows exploring and knowing the process of venture creation/innovation development.</p> <p>The methodology of this course will be eminently practical and will foster 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.</p> <p>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 a committee in a simulated investment forum.</p>	

In addition, students will have the opportunity to visit one entrepreneurial company and the Science and Technology Park of Almería (PITA), an incubator and accelerator of innovative 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 that collaborate with the University to transmit their practice-related experiences and knowledge.

REQUIREMENTS

No previous knowledge is required. Good command of English is recommendable.

ACADEMIC VISITS & NETWORKING

Visit 1: **Clisol Agro**

Clisol Agro is 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 and 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.

Visit 2: **Briseis Company**

Briseis is a family firm with a long trajectory in hygiene and personal care products, and perfumery, which was created in the province of Almería in 1948. Since then the company has enlarged its product portfolio continuously and expanded to other Spanish locations and Paris from where it distributes its products to worldwide markets such as Saudi Arabia, The Arabian Emirates, Senegal, Canada, and Germany among others.

The students will have the opportunity to learn how an independent company has been able to survive and succeed in a sector dominated by large business groups thanks to its business agility, R&D investment, and quality. This company also serves as a good example on the importance of having effective managerial skills to overcome business crises and turn threats into business opportunities. Unfortunately, on the 6th of September 2007, a fire broke out and destroyed 90% of their main facilities (factory) in Almería which had terrible consequences for the company. Today, the Briseis factory is one of the best and most



modern factories in Europe with 14.000 square meters built and the most modern machinery and technologies using renewable energy and energy-saving systems in the production process.

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

Prof. **Raquel Antolín López**

She is an Associate Professor of Management and Entrepreneurship at the University of Almeria. In addition, she collaborates on several projects with Indiana University, the University of Colorado at Boulder, and the City University of New York. Her main research lines include sustainable entrepreneurship, sustainable business models, and corporate sustainability. She currently teaches Management and Entrepreneurship skills in the Business Administration degree and Intercultural competences in the Master in International Management.

Prof. **Nieves García de Frutos**

She is an Associate Professor of Marketing at the University of Almería. She currently teaches Applied international market research in the Marketing degree and E-commerce in the Master in International Management. In addition, she has experience in teaching Commercial Communication and Consumer behavior. Her research has appeared in high-prestige journals.

Prof. **Justo Alberto Ramírez Franco** & Prof. **José Manuel Torrente Galera**

They 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, 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 in the Department of Management at the U. of Almería. José Manuel Torrente Galera has also teaching experience since he collaborates with different institutions to provide training on economics and entrepreneurship.



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