

## **Module 2: Entrepreneurship and customer focus**

Subject 2.1 Company Creation and development: Tools for financial management, legal and digital management I (12 ECTS).  
BASIC TRAINING - COMPULSORY

### **Duration and temporal location within the syllabus**

This subject is taught throughout the first year of the degree program.

### **Language**

Basque/Spanish/English

Regarding the monitoring and development in the company and in the projects of the legal, financial-fiscal and digital areas, financial-fiscal and digital areas, the contents are as follows:

- **Legal area**

Commercial contracts of many types (provision of services, agents, representation, distribution, purchase, sale, lease, deposit, assignments, transfers, etc.).

Legal designation of projects - sectorial regulation: event organization, tourism, transport, catering, minors, production and labeling, catering, minors, production and labeling, licenses and authorizations, raffles and lotteries, etc.

Data protection.

Websites, legal aspects

General theory of advertising

- **Financial and fiscal area**

Company and project invoicing.

Project budgeting

Financing: Collections, payments and subsidies.

Investment

### **Digital area:**

Support in the use of the laboratory's physical technological facilities (3D printers, laser cutters, Arduinos, etc.).

Creation of the web page (html, Wordpress)

Dynamization of the forums of the technological leaders of each team company.

Inspiration for the incorporation of technology in the projects.

## **Competencies**

### **Core Competences**

CB2) That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are typically demonstrated through the development and professional manner and possess the competences that are usually demonstrated through the elaboration and defense of arguments and the defense of arguments and the resolution of problems within their area of study.

(CB4) Students will be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences.

### **Transversal Competences**

CT3: Critical and analytical

### **General/Personal Competences**

GC2: Open-minded and with initiative

GC3: Courageous and perseverant

### **Specific/ Professional Competences**

CE3: Entrepreneurial leaders

SC4: Digital

SC7: Results-oriented

## **Learning Outcomes (RA)**

The entrepreneur / entrepreneurial team:

RA1: Identifies the legal, economic-financial and digital issues of his/her business and projects, designing the alternatives and applying the agreed solution with the help of the expert.

RA2: Identifies the legal, economic-financial and digital problems of his/her business and projects, being the protagonist in the search and application of the solutions referred to his/her projects.

RA3: Properly organizes and manages his/her business under the recommendations and with the help of the experts and coaches involved in the learning process.

RA4: Experiences entrepreneurship through the development of varied and increasingly value-added projects, from which a certain volume of turnover and profit is obtained on a constant basis.

### **Training activities**

- Support from the expert to the entrepreneur (individual support, by project team or company, participation in training (3 ECTS, 75 hours)
- Generation and organization of the necessary documentation for the creation and development of the company and its projects (3 ECTS, 75 hours).
- Creation of entrepreneurial projects within the team company by establishing long-term valuable (1.8 ECTS, 45 hours)
- Participation in monographic workshops, courses, events and thematic presentations (0.6 ECTS, 15 hours),
- Follow-up meetings and individual and group audits. Evaluation process (3 ECTS, 75 hours.
- Application of ICTs and digital platforms for networked learning (0.6 ECTS, 15 hours).

### **Evaluation system**

All subjects will be assessed by the continuing assessment system through which constant feedback is provided on the student's learning process.

Continuous feedback on the learning process of the entrepreneur, the team, and the company.

Both the teachers/team coaches of the degree, as well as expert profiles, advisors, and mentors, actively participate in this evaluation process with the aim of guaranteeing the coherence and validity of the process.

Bearing in mind that in each of the subjects, both individual and team performance will be assessed, the criteria to be used in the evaluation process will be the following:

- Individual work will be evaluated with evidence that corresponds to a maximum of 30% of the final grade,
- Team work will be evaluated with evidence that corresponds to a minimum of 70% of the final grade.

The evaluation process will be carried out twice a year in a dialogue session and

the following learning tools will be used:

1. Evaluation of the team entrepreneurship process in all learning modules. The fulfillment of multiple indicators based on the learning outcomes established in the different modules are analyzed and assessed.
2. 360° evaluation of competency profile and individual performance. This is a personal self-assessment and co-assessment session with the team and team coaches using different tools to help evaluate the skills profile of the degree within three categories: teampreneur, teamlearner and teamleader. In this session it will be possible to count on the opinion of other agents participating in the learning process, such as clients and users.
3. The Personal Portfolio is a document through which all the necessary documents and data that serve as evidence in the entrepreneur's learning process and outcomes are collected.

## **Bibliography**

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