



## Teaching Guide

Identifying Data					2021/22
Subject (*)	Emprendemento e Autoemprego	Code	610441007s		
Study programme	Máster Universitario en Bioloxía Molecular, Celular e Xenética (semipresencial)				
Descriptors					
Cycle	Period	Year	Type	Credits	
Official Master's Degree	2nd four-month period	First	Obligatory	3	
Language					
Teaching method	Hybrid				
Prerequisites					
Department	Empresa				
Coordinador	Teijeiro Álvarez, Mercedes	E-mail	mercedes.teijeiro@udc.es		
Lecturers	Teijeiro Álvarez, Mercedes	E-mail	mercedes.teijeiro@udc.es		
Web					
General description	<p>In increasingly globalized and competitive environments, the figure of the entrepreneur acquires a leading role in the economic and social context of a community, especially the creation of high added value companies based on development of scientific and technological advances in strategic sectors such as dynamic element of growth. This subject is part of the Master's Degree in Molecular, Cellular and Genetic Biology. The main contributions of the subject are: understanding the importance of entrepreneurial culture, learning how to start a business and analyzing the context, as well as evaluating the opportunities and risks of entrepreneurial actions.</p>				
Contingency plan	<p><b>CONTINGENCY PLAN</b></p> <p>In case of a new closure due to covid19:</p> <ol style="list-style-type: none"> <li>There will be no changes in the contents.</li> <li>All classes and activities will be conducted by video conference by TEAMS. Laboratory practices will be replaced by online activities in Moodle or Teams</li> <li>The mechanisms for personalized attention to students will be through email, videoconference or chat implemented in TEAMS.</li> <li>The evaluation will be online, but there will be no changes in the percentages assigned to the exam, practical exercises and activities.</li> <li>Changes in bibliographic references: there will not be changes.</li> </ol>				

## Study programme competences / results

Code	Study programme competences / results
A3	Skills of understanding the functioning of cells through the structural organization, biochemistry, gene expression and genetic variability.
A13	Skills to become a professional in health, pharmacy, veterinary, animal production, biotechnology or food sectors.
B7	Personal progress skills : that are able to learn from freelance way, adapting to new situations, developing necessary qualities as the creativity, skills of leadership, motivation for the excellence and the quality.
B8	Critical reasoning skills and ethical commitment with the society: sensitivity in front of bioethical problems and to the ones related to the natural resource conservation
B11	That students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of ??study
B12	That students are able to integrate knowledge and face the complexity of formulating judgments based on information, which, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments



B13	That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way
C5	Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
C8	Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences / results		
To know the possibility of applying the knowledge acquired for professional insertion with innovation criteria	AR13		CC5 CC8
To know and apply the basic methodology to develop a business plan	AR3 AR13	BR7 BR8 BC3 BC4	
To know in a basic way the management of processes in companies	AR13	BR7 BR8 BC2 BC3 BC4	CC9

Contents	
Topic	Sub-topic
Innovation, entrepreneurship and self-employment	Transferable knowledge and its protection Basic concepts of entrepreneurship and self-employment Strategy and competitive advantage
Entrepreneurship methodology and business plans	Components of a business model Structure and development of a business plan Marketing
The management of the company's resources	Leadership Management of human resources Intellectual capital management
As empresas do sector biosanitario e biotecnológico	Características específicas Casos de éxito

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Document analysis	A3 A13 B7 B8 B11 B12 B13 C8 C5	0	3	3
Supervised projects	A13 A3 B7 B8 B11 B12 B13 C5 C8 C9	3	18	21
Objective test	B11 B12 B13	0	10	10
Seminar	A13 B8 B11 B12 B13 C8 C5	3	0	3
Guest lecture / keynote speech	A13 B11 B12 B13 C8 C5	0	36	36
Personalized attention		2	0	2



(\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Document analysis	Research skills development involving use of audiovisual and/or bibliographical documents (documentary or film extracts, news items, advertising images, photographs, articles, legal texts, etc.) relating to specific topic of study, with targeted analysis activities. Used as introduction to topic, as focus for case study, to explain abstract processes and present complex situations, or as strategy for synthesising content (theoretical and practical).
Supervised projects	Supervised learning process aimed at helping students to work independently in a range of contexts (academic and professional). Focused primarily on learning ?how to do things? and on encouraging students to become responsible for their own learning.
Objective test	Written learning progress test, characterised by pre-determined answers. Well-designed tests offer objectively quantifiable results in relation to student knowledge, capacities, skills, performance, aptitudes, attitude, intelligence, etc. Used for diagnostic, formative and summative assessment. May consist of all or any of the following types of questions: multiple choice, ordering and sequencing, short answer, binary, completion, multiple matching.
Seminar	Group work technique aimed at in-depth exploration of given topic, consisting of group discussion, individual engagement, preparation of texts and collective conclusions.
Guest lecture / keynote speech	Oral presentation (using audiovisual material and student interaction) designed to transmit knowledge and encourage learning. Presentations of this type are variously referred to as ?expository method?, ?guest lectures? or ?keynote speeches?. (The term ?keynote? refers only to a type of speech delivered on special occasions, for which the lecture sets the tone or establishes the underlying theme; it is characterised by its distinctive content, structure and purpose, and relies almost exclusively on the spoken word to communicate its ideas.)

Personalized attention	
Methodologies	Description
Supervised projects	All doubts raised in the tutorial hours will be addressed via Teams

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Supervised projects	A13 A3 B7 B8 B11 B12 B13 C5 C8 C9	Realization and presentation of a business plan where all the contents covered in the module are reflected.	70
Objective test	B11 B12 B13	It will consist of multiple choice multiple choice questions about the contents of the topics covered in the master classes	30

Assessment comments
<p>1. Assessment conditions: Teams/Moodle</p> <p>2. Identification of the student: students must prove their personality in accordance with current regulations.</p> <p>B) TYPES OF RATING:</p> <p>1. No-show grade: when students only participate in assessment activities that have a weighting of less than 20% on the final grade, regardless of the grade achieved.</p> <p>2. Students with recognition of part-time dedication and academic waiver of attendance exemption: Except for the dates approved in the Faculty Board for the final objective test, for the remaining tests a specific calendar of compatible dates will be agreed at the beginning of the course with your dedication. The evaluation will follow the same criteria as full-time students.</p> <p>1. First opportunity: the evaluation criteria previously indicated in this section will be applied.</p> <p>2. Second Chance: The evaluation criteria are the same for all evaluation opportunities.</p> <p>3. Early call: in the early call it is possible to recover the points of the continuous evaluation by means of additional questions to the final objective test.</p>



## Sources of information

<b>Basic</b>	<ul style="list-style-type: none"><li>- Alexandre Osterwalder &amp; Yves Pigneur (2012). Generación de modelos de negocio. Deusto</li><li>- Tomaso Canonici y Antonio Núñez (2019). El líder ante la innovación . Opinio and Parangon Partners</li><li>- César Ullastres (2012). Diez casos de éxito de empresas biotecnológicas en España. Genoma</li><li>- Xavier Vence Deza y David Rodeiro Pazos (2014). Innovación y emprendimiento con base en las ciencias. Universidade de Santiago de Compostela</li></ul>
<b>Complementary</b>	

## Recommendations

### Subjects that it is recommended to have taken before

### Subjects that are recommended to be taken simultaneously

### Subjects that continue the syllabus

## Other comments

1. A entrega dos traballos documentais que se realicen nesta materia: a. Solicitarase en formato virtual e/ou soporte informático  
b. Realizarase a través de Moodle, en formato dixital sen necesidade de imprimilos

2. Débese ter en conta a importancia dos principios éticos relacionados cos valores de sustentabilidade nos comportamentos persoais e profesionais.

3. Traballarase para identificar e modificar prexuizos e actitudes sexistas e influirase na contorna para modificalos e fomentar valores de respecto e igualdade.

4. Facilitarase a plena integración do alumnado que por razóns físicas, sensoriais, psíquicas ou socioculturais, experimenten dificultades a un acceso adecuado, igualitario e proveitoso á vida universitaria.

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.