

Syllabus
IBU2142S Plan de negocio
Prof. Dr. Kerstin Bremser / Prof. Dr. Fernando de Llano Paz
Winter 2023/24

Level	Bachelor
Credits	7 ECTS
Student Contact Hours	4 SWS
Workload	The workload for this course is 210 hours
Prerequisites	<p>Students must have passed the B2 exam. A high proficiency in Spanish is required as this is not a language course.</p> <p>The following classes are considered a pre-requisite:</p> <ul style="list-style-type: none"> - Foundations of accounting - Managerial processes, functions and decisions I and II - Management accounting - Business Spanish
Time	<p>Wednesday, 09.45 – 11.15, 11.30 – 13.00 Prof. Dr. Bremser</p> <p>Friday, 09.45 – 11.15 Prof. Dr. de Llano Paz (online)</p>
Room	W1.2.03
Start Date	<p>11.10.23 Prof. Dr. Bremser</p> <p>03.11.23 Prof. Dr. de Llano Paz</p>
Lecturers	Name Prof. Dr. Kerstin Bremser / Prof. Dr. Fernando de Llano Paz
	Office W2.3.26 OR W1.2.24
	Office Hours Monday, 15.30 – 17.00
	Phone 07231 / 28 6299
	Email kerstin.bremser@hs-pforzheim.de

Summary

This course provides an introduction to entrepreneurial behavior in the Spanish speaking world. In addition, students apply skills acquired during the first study phase, mainly in cost accounting, marketing and HR management.

Main learning goals are:

- What different models exist to explain entrepreneurial behavior?
- How do you write a business plan?
- How does the investment climate in Spain / South America look like?

Outline of the Course

During a semester approx. 30 sessions are available to consider the following main topics:

Session	Topic	Teacher
1 / 2 11.10.23	Business Plan: Introduction / Formation of Groups / Selection of countries	Prof. Dr. Bremser
3 / 4 18.10.23	El proceso emprendedor	Prof. Dr. Bremser
4 / 5 25.10.23	El plan de empresa	Prof. Dr. Bremser
6 03.11.23	Plan financiero (1)	Prof. De Llano Paz
7 08.11.23	Misión / Visión y DAFO	Prof. Dr. Bremser
8 10.11.23	Plan financiero (2)	Prof. De Llano Paz
9 / 10 15.11.23	Segmentos de clientes / Relaciones con clientes	Prof. Dr. Bremser
11 17.11.23	Plan financiero (3)	Prof. De Llano Paz
12 / 13 22.11.23	Buyer persona / Marketing de servicios Entrega Ubicación 29/11/23 / Pestel	Prof. Dr. Bremser
14 24.11.23	Plan financiero (4)	Prof. De Llano Paz
15 / 16 29.11.23	Tutoría Ubicación Pestel / Entrega Segmentación	Prof. Dr. Bremser
17 1.12.23	Tutoría Plan financiero	Prof. De Llano Paz
18 / 19 06.12.23	Tutoría segmentación / entrega buyer persona	Prof. Dr. Bremser
20 09.12.23	Tutoría Plan financiero	Prof. De Llano Paz
21 / 22 13.12.23	Tutoría Buyer Persona / entrega plan de operaciones y RRHH	Prof. Dr. Bremser
23 / 24 20.12.23	Tutoría plan de operaciones y RRHH	Prof. Dr. Bremser
25 / 26 08.01.23	Tutoría adicionall	Prof. Dr. Bremser
27 – 30	Presentaciones finales	Prof. Dr. Bremser / Prof. De Llano Paz

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Participation in Class	Presentation	Term Paper
			10%	40%	50%
			Individual	Individual	Collective
1 Expert Knowledge					
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to write and present a business plan including individual plans (e.g. marketing, financial, HR, production) thereby combining knowledge of different business classes taught during the first three terms.		x	x
1.4	...to solve business problems based on profound data research skills and by applying quantitative methods.	... to conduct a survey and analyse it.		x	x
1.5	...to demonstrate profound expert knowledge in their field of specialization.	... to have the opportunity to reflect about different strategies to enter a new market.	x		x
2 Digital Skills					
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	... to plan a website / social media presence correctly		X	X
2.4	...to handle the professional use of digital technologies in a responsible manner.	... to be aware of data protection regulation when collecting customer data		X	X
3 Critical Thinking and Analytical Competence					
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	... to apply methods learned during the first three semesters and apply them to their own business plan.		X	X
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to select a suitable business model for the chosen product		X	X
4 Ethical Awareness					
	...to develop sound strategies in the areas of ethics, sustainable development and social responsibility and are able to apply them to typical economic decision-making problems.	... to be exposed to the different understandings of ethical awareness ... to include ethical aspects in the creation of their business.	x	x	x
5 Communication and Collaboration Skills					
5.1	...to express complex issues effectively in writing.	... to write a Business Plan in Spanish Language.			x
5.2	...to demonstrate their oral communication skills in presentations.	... to present the plan in front of a group of supervisor		x	
5.3	...to work successfully in a team by performing practical tasks.	... to elaborate the plan in a team of two to four persons	x		
6 Internationalization					
6.1	...to understand and explain business challenges in an international context.	... to apply management tools in the set-up of the business and evaluation on appropriateness			x
6.2	...to articulate themselves in a professional manner in international business.	... to address a survey to people in the chosen country, to develop marketing ideas suitable for the chosen country	X	X	X
6.3	...to successfully demonstrate awareness of cross-cultural differences.	... to proof successful operation of the newly founded business in a foreign environment.			

Teaching and Learning Approach

The course consists of 5 sessions of 45 minutes per week and awards 7 credits. It is therefore expected that students use at least 165 hours to prepare themselves for the session, to subsequently review the session and write up their business plan.

The didactical approach for the course is a mix of formal lecture, company visits and exercises that are solved in groups. During the formal lecture it is expected that students are actively involved. Attendance is mandatory, also to company visits. During the course, students will develop an understanding how a company expands their activities into another market

In addition, students have to attend several tutorials where the professors check the progress of the groups.

Philosophy: We want to prepare you as well as possible for the working world in a Spanish-speaking environment. In particular, the business creation project will allow you to use your knowledge of intercultural management, sales& marketing, finance and business administration.

Literature and Course Materials

The necessary materials are:

A copy of the slides found on the e-learning platform

A copy of the distributed articles and case studies found on the e-learning platform

IGAPE: <http://www.igape.es/es/crear-unha-empresa/crear-unha-empresa>

In addition to these documents, the following are useful reference books:

Cibrán Ferraz P., Villanueva Villar, M., Fernández Rodríguez, M.T.: Planificación financiera, teoría y casos prácticos, Tórculo Edicións, Santiago de Compostela, 2008.

Dolan et al.: La gestión de los recursos humanos, 3ª ed., McGraw Hill, newest edition

Durbán Oliva, S. irimia Diéguez, A.: Planificación financiera en la práctica empresarial, Ediciones Pirámide, Madrid, 2009.

Hollensen, S.: Global Marketing – a decision-oriented approach, 5th edition, Pearson, current edition

Rodríguez Sandiás, A.: Planificación financiera aplicada, Tórculo Edicións, Santiago de Compostela, 2008.

Osterwalder / Pigneur: Business Model Canvas (Libro en español disponible en la biblioteca)

Web documents:

www.maricopa.edu Guía de un plan de negocio

www.circe.es Centro de Información y Red de Creación de Empresas

www.barcelonanetactiva.com Barcelona activa

www.emprendedores.es Emprendedores

www.investinspain.org Invest in Spain

www.ipyme.org Pequeña y Mediana Empresa

www.planempresa.ipyme.org Plan de Empresa

www.infoautonomos.com Como crear una Sociedad .

www.igape.es – Guía para la elaboración del plan de empresa. Modelo canvas. Plan de Negocio..

<https://www.stgaller-navigator.com/> - Guía del plan de empresa

Assessment

The final grade is a weighted combination of different assessments. 50 % of the final grade is comprised of the writing of a business plan that students prepare in groups of three or four, present in class and at the customer and hand in. **Papers are due on January 31st, 2024 as pdf on Moodle.** Absolutely no late papers are accepted, no made-up assignment is offered. Papers have between 10 000 – 12 000 words. 40 % is comprised of the presentation of the plan, 10% credits for active participation in class and during tutorials.

Students are expected to be present at all classes. Absences have to be excused in advance and agreed upon by the lecturer. Unexcused absence during more than two classes leads to failure of the entire course.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance