

Academic Year/course: 2021/22

## 30640 - Creation and Management of SMEs

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 30640 - Creation and Management of SMEs

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 5.0

**Year:** 5

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 4. Methodology, learning tasks, syllabus and resources

#### 4.1. Methodological overview

As a general rule, the teaching methodology is intended to be in-person classes. However, if needed due to health issues, lectures may take place online.

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on active participation, case studies and teamwork that favors the development of communicative skills and critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, tutorials, and academic guidance

#### 4.2. Learning tasks

##### 4.1. Learning tasks

The course includes 5 ECTS organized according to:

- Lectures (2,5 ECTS): 25 hours.
- Practice sessions (2,5 ECTS): 25 hours.

Lectures: the professor presents theoretical contents.

Practice sessions: they can involve discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars.

Autonomous work: students do tasks such as autonomous study, reading of the course book, preparation of practice sessions and seminars, and summative assignments.

Tutorials: professors' office hours can be used to solved doubts and to follow-up students' work. Assessment: final examination.

#### 4.3. Syllabus

1. INTRODUCTION
2. THE ROLE OF SMEs IN THE ECONOMIC ACTIVITY

- 2.1. Characteristics and importance of the SME
- 2.2. The Aragon GEM Report
- 2.3. The generation process of ideas

1. ELABORATING A BUSINESS PLAN

- 3.2. Strategic analysis
- 3.3. Marketing plan
- 3.4. Technical analysis
- 3.5. Economic analysis

1. LEGAL FRAMEWORK OF THE FIRM

- 4.1. The legal status of a company
- 4.2. Legal requirements to create a company
  - 4.2.1. Society name
  - 4.2.2. Internal regulation, public deeds, registry offices and licences
  - 4.2.3. Accounting and tax requirements

1. THE FUNDING OF THE SME

- 5.1. Introduction
- 5.2. Venture capital societies
- 5.3. Mutual guarantee company
- 5.4. Other funding sources for the SME

#### **4.4. Course planning and calendar**

For further details concerning the timetable, classroom and further information regarding this course please refer to the Faculty