

Academic Year: 2025/26

200296 - Business and Entrepreneurship

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Teaching Guide Information

Subject code: 200296

Degree program: 10014 - Degree in Digital Creation, Animation and Video Games

Type: Compulsory

Year: 4

Number of ECTS: 6.0

Period: First term

Languages:

Lecture-based teaching: Group 101: Spanish

Interactive teaching: Group 101: Spanish

Group 102: Spanish

Grade record: Group 1: Spanish

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1. Overview

Business creation is one of the most important activities in the economic development of a territory. The companies with the greatest growth potential are usually those created by people with a higher level of education and the ability to identify opportunities and manage a business project efficiently. The objective of this course is to offer a complete vision of the environment and entrepreneurial process in order to provide students with useful knowledge and tools to develop their own projects.

2. Educational and learning outcomes (RD 822/2021 degree programs) or competences (RD 1393/2007 degree programs)

Competences (RD 1393/2007 degree programs)

- **[A01]** CE1 - Conocer y saber aplicar los aspectos teóricos y prácticos de todas las cuestiones jurídicas relacionadas con los videojuegos y los productos de animación.
- **[A18]** CE18 - Conocer las herramientas necesarias para captar información del mercado y conocer a los consumidores.

- **[A32]** CE32 - Ser capaz de analizar problemas y tomar decisiones en entornos empresariales y de comercialización.
- **[A33]** CE33 - Manejar los conceptos y técnicas empleados en las diferentes áreas funcionales de una empresa de nueva creación y entender las relaciones que existen entre los objetivos y las políticas empresariales.
- **[B01]** CB1 - Que os estudantes demostrasen posuir e comprender coñecementos nunha área de estudo que parte da base da educación secundaria xeral, e se atope a un nivel que, se ben se apoia en libros de texto avanzados, inclúe tamén algúns aspectos que implican coñecementos procedentes da vanguardia do seu campo de estudo
- **[B02]** CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
- **[B03]** CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- **[B04]** CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
- **[B05]** CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
- **[B06]** CG1 - Capacidad de organización y planificación. Especialmente en el planteamiento de trabajos conducentes a la creación de los contenidos audiovisuales digitales que componen una producción de animación o un videojuego.
- **[B09]** CG4 - Conocer los procedimientos, destrezas y metodologías necesarios para la adaptación del proceso creativo al medio digital y la producción de obras artísticas a través de tecnologías específicas.
- **[B11]** CG6 - Capacidad crítica y autocrítica. Necesaria en todo proceso creativo en el que se busca un compromiso con la calidad del trabajo, los resultados y las soluciones propuestas.
- **[B12]** CG7 - Trabajo en equipo. Capacidad de abordar proyectos en colaboración con otros estudiantes, asumiendo roles y cumpliendo compromisos de cara al grupo.
- **[B13]** CG8 - Capacidad de aplicar los conocimientos en la práctica, integrando las diferentes partes del programa, relacionándolas y agrupándolas en el desarrollo de productos complejos.
- **[B14]** CG9 - Capacidad de diseño y gestión de proyectos, resolviendo los aspectos narrativos, técnicos y de gestión del proyecto de animación o videojuego.
- **[C01]** CT1 - Adequate oral and written expression in the official languages.
- **[C03]** CT3 - Using ICT in working contexts and lifelong learning.
- **[C04]** CT4 - Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
- **[C05]** CT5 - Understanding the importance of entrepreneurial culture and the useful means for enterprising people.
- **[C06]** CT6 - Acquiring skills for healthy lifestyles, and healthy habits and routines.
- **[C07]** CT7 - Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.
- **[C08]** CT8 - Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
- **[C09]** CT9 - Ter a capacidade de xestionar tempos e recursos: desenvolver plans, priorizar actividades, identificar as críticas, establecer prazos e cumprilos.

2.1. Learning outcomes (RD 1393/2007 degree programs)

Learning outcomes	Study programme competences / results		
At the end of the term, students should be able to identify the main elements of the entrepreneurial environment, the phases of the entrepreneurial process and the sections that are part of the business plan of a new company.	A1 A18 A32 A33	B1 B2 B3 B4 B5 B6 B9 B11 B12 B13 B14	C1 C3 C4 C5 C6 C7 C8 C9
In their learning process, students will use tools for opportunity detection, strategic formulation and project planning.	A18 A32 A33	B2 B3 B6 B9 B11	C3 C7

3. Contents

Content unit	Description	Education and learning outcomes / competences	Teaching methodologies and training activities	Assessment systems
Topic	1. Entrepreneurial environment: 1.1. Formal and informal institutions 1.2. The entrepreneur	B01, B02, B04, B05, B06, B09, B11, B12, C05, C06.	MAG00, MAG08, MAG22, MAG32, MAG39.	SEG08, SEG22, SEG32.
Topic	2. The entrepreneurial process: 2.1. The Entrepreneurship Observatory in Spain 2.2. The entrepreneurial process 2.3. The entrepreneurial ecosystem in Spain	B04, B05, B06, B09, B11, B12, B13, B14, C03, C04, C05, C06, C07, C08, C09.	MAG00, MAG32, MAG39.	SEG32.
Topic	3. The business plan: 3.1. Business and types 3.2. The business environment 3.3. Strategy and types 3.4. The business strategic plan - Organizational structure - Marketing plan - Operations plan - Human resources plan - Economic-financial plan - Company formation procedures.	A01, A18, A32, A33, B01, B02, B03, B04, B05, B06, B09, B11, B12, B13, B14, C01, C03, C04, C05, C06, C07, C08, C09.	MAG00, MAG08, MAG22, MAG32, MAG39.	SEG08, SEG22, SEG32.

4. Teaching methodologies and training activities

Modality In-person					
Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and learning outcomes / competences
Personalized attention [MAG00]	The professor will answer all student questions about the topic being discussed during the lecture. If the questions raised require more extensive answers, the student will be asked to raise them again during the tutorial sessions. During tutoring hours, students will receive assistance in clarifying any doubts they may have in preparing for the subject.	2,00	0,00	0,00	
Case study [MAG08]	The professor will propose an analysis of a company following the corresponding sections of the business plan. Following the case method (Villarreal, 2020), students and the professor engage in a process of in-depth analysis and discussion about the circumstances faced by each of the companies analyzed.	20,00	0,00	66,00	A01, A32, A33, B02, B03, B04, B06, B12, B13, B14, C01, C03, C04, C05, C06, C07.
Oral presentation [MAG22]	Oral presentation of the business plan carried out as a team.	4,00	0,00	4,00	A01, B11, B12, B13, C01, C03, C07.

Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and learning outcomes / competences
Mixed objective/subjective test [MAG32]	Students will answer multiple-choice and open-ended questions that relate theoretical concepts to practical applications of the case studies (strategic business plan).	3,00	0,00	0,00	B05, C09.
Guest lecture / keynote speech [MAG39]	Presentation in face-to-face classes of the theoretical and practical content of the subject, guiding students in both the most appropriate working methodology for preparing their presentations and the recommended bibliographic material. The time devoted to each of the topics into which the subject is divided will be proportional to its length and the degree of difficulty involved in preparing it.	17,00	0,00	34,00	A01, A18, B01, B05, B09, B11, C08.
Sum of hours by type		46,00	0,00	104,00	
Total hours				150,00	

5. Assessment

Modality In-person				
Assessment system	Description	Weighting (%)	Education and learning outcomes / competences	
Case study [SEG08]	Written report (business plan)	20,00	A01, A32, A33, B02, B03, B04, B06, B12, B13, B14, C01, C03, C04, C05, C06, C07.	
Oral presentation [SEG22]	The oral presentation of the business plan will be assessed taking into account the following: - Use of specific terminology, accuracy, and appropriateness of content - Clarity of presentation - Orderly presentation of ideas, ability to analyze and synthesize information - Presentation design - Ability to respond to possible questions and quality of response	30,00	A01, B11, B12, B13, C01, C03, C07.	
Mixed objective/subjective test [SEG32]	Students will answer short open-ended questions that relate theoretical concepts to practical applications of case studies and multiple-choice questions with a single correct answer.	50,00	B05, C09.	
Total (%)		100,00		

All aspects related to academic exemption, study dedication, retention, and academic fraud will be governed in accordance with the current [academic regulations](#) of the UDC.

5.1. First opportunity

The assessment criteria described in this section will apply to the first opportunity, second opportunity, and early opportunity. To pass the course, it is essential to obtain a **minimum grade of 4 out of 10** in the business plan, both in the written report (case studies 20%) and in the oral presentation (30%), and in the final exam (mixed test 50%).

In tasks that require teamwork, the group work must be carried out equally by all members, avoiding imbalance in individual contributions to the group. If any member fails to make their corresponding contribution to the team, they will not be able to pass the course on the first attempt. On the second attempt, they will have to complete the entire task assigned to the team (business plan) on their own, presenting it if necessary.

Exam structure: the exam consists of two parts:

1. 20 multiple-choice questions, each with a single correct answer (6 points). This section has a time limit of 45 minutes, and only one attempt is allowed.
2. Four short essay questions (4 points). It is essential to clearly define all relevant terms and explain the fundamental concepts with specific examples, based on the business plan developed during the semester.

Required materials: Each student must bring a laptop or tablet to take the first part of the exam, which consists of multiple-choice questions. It is the student's responsibility to ensure that they bring the necessary equipment and that it is fully charged to avoid technical interruptions. In addition, they must bring their university credentials to access the virtual course and connect to the UDC Wi-Fi.

Limited use of tools: during the exam, students may only use their electronic device to complete the first part of the exam in the virtual course. Opening or accessing other programs or applications is not permitted. Any fraudulent behavior during the exam will result in a failing grade (0) on the final exam.

Access to the virtual course: access to the virtual course will be limited exclusively to the first part of the exam. The content of the virtual course will remain hidden on the day of the exam.

Additional information: fraudulent completion of tests or assessment activities will result in a "fail" grade (numerical grade 0) in the corresponding academic year.

5.2. Second opportunity

The assessment criteria described in section 5.1. will apply to the first opportunity, second opportunity, and early opportunity.

5.3. Early opportunity

The assessment criteria described in section 5.1. will apply to the first opportunity, second opportunity, and early opportunity.

5.4. Academic exemption

All aspects related to "academic exemption," "dedication to study," "permanence," and "academic fraud" will be governed in accordance with the current [academic regulations of the UDC](#).

6. Recommended bibliography

Basic bibliography

- Bueno Campos, Eduardo.; Durán Herrera, Juan José.; Cruz Roche, Ignacio. (2002). Economía de la empresa : análisis de las decisiones empresariales. Pirámide. Book. [\[URL\]](#)
- Calvo, N., Fernandez-Laviada, A., Monje-Amor, A., & Atrio Lema, Y. (2025). Informe GEM España 2024/25. Ed. Universidad de Cantabria. Book. [\[URL\]](#)
- Chaffey, Dave, 1963- (2011). E-Business and E-commerce management : strategy, implementation and practice. Prentice Hall, 5th ed.. Book. [\[URL\]](#)
- Maqueda Lafuente, Francisco Javier. (1991). Cómo crear y desarrollar una empresa : planificación y control de actividades.. Deusto, 2ª ed.. Book. [\[URL\]](#)
- Martí Parreño, José. (2010). Marketing y videojuegos product placement, in-game advertisigin y advergaming. ESIC. Book. [\[URL\]](#)
- North, D. C. (1990). Institutions, Institutional Change and Economic Performance. Cambridge University Press. Book. [\[URL\]](#)
- Porter, Michael E. (2009). Estrategia competitiva : técnicas para el análisis de los sectores industriales y de la competencia. Pirámide. Book. [\[URL\]](#)
- Robbins, Stephen P., Coulter, Mary.; De Cenzo, David A. (2013). Fundamentos de administración : conceptos esenciales y aplicaciones. Pearson Educación, 8ª ed.. Book. [\[URL\]](#)
- Scott, W. R. (2001). Institutions and Organizations. SAGE Publications. Book.
- Sánchez, R., Heene, A. (2004). The New Strategy Management. Organization, Competition, and Competence.. John Wiley & Sons Inc. Book.

7. Recommendations

- Continuously monitor the subject, participating in all scheduled theoretical and practical activities through daily work.
- Attend class with a laptop or tablet.
- Assignments for the subject will be submitted through the virtual classroom in digital format. If this is not possible, it is recommended that they be printed on recycled paper, double-sided, and avoid the use of plastic materials.
- Attend tutorials whenever you have questions.
- Work continuously throughout the course.