

## BUSINESS DEVELOPMENT

<b>GENERAL OVERVIEW OF THE SUBJECT</b>		
<b>MATERIA:</b> Business Development.		
<b>SUBJECT:</b>		
<b>TYPE</b>	Basic Training	Compulsory : Elective: X
<b>CREDITS:</b> 3 ECTS		
<b>COURSE :</b> 3		<b>SEMESTER:</b> 1
<b>MODULE:</b> BUSINESS DEVELOPMENT		
<b>LANGUAGE:</b> English		
<b>MAIN INFORMATION OF THE SUBJECT</b>		
<p>C318: The main objective of the subject is to reach an understanding of a business as a whole and its elements, emphasizing in a proper analysis of <a href="#">customers</a> and their problems. The depth of this understanding allows entrepreneurs and company innovators to strengthen the focus of their company scope, <a href="#">product development</a> as well as their <a href="#">marketing</a> and <a href="#">sales</a> activities.</p>		
<b>2. REQUIREMENTS</b>		
CEFR B1 level		
<b>3. LEARNING OUTCOMES</b>		
None.		
<b>4. METHODOLOGY</b>		
<p>The methodology approach focuses on speaking and listening, so that students can quickly improve conversational skills. Reading and writing are also important, and these skills are taught through a practical and communicative approach. Classes feature dynamic classroom teaching, personal interaction, and a communicative approach to language learning. Such student oriented methodology is based on cooperative work, where the students are active agents of their own learning process.</p>		
Project Based Learning	Problem Based Learning X	Case Study
Teamwork X	Company Visits	Role Plays
Workshops X	Expert Talks	Web 2.0 (Wikis, blogs, social networks,.....)

## 5. PROGRAMME

<p><b>Competence 318 (C318)</b></p>	<p><b>MODULE 1 – BUSINESS MODEL</b></p> <p>LEARNING OUTCOMES: Ability to substantially ideate, describe, evaluate and discuss a business model using the Business Model Canvas. Understanding of business type and how to evaluate Key Activities, Resources, and Partnerships in this context</p> <p><b>MODULE 2 – CUSTOMER DISCOVERY</b></p> <p>LEARNING OUTCOMES – Focus on understanding your customers, their problems, their preferences and their buying behavior.</p> <p><b>MODULE 3– CUSTOMER VALIDATION</b></p> <p>LEARNING OUTCOME – Be able to develop a replicable sales process—an essential step in scaling a business.</p> <p><b>MODULE 4– CUSTOMER CREATION AND COMPANY BUILDING</b></p> <p>LEARNING OUTCOME – Comprehend the clues to Generate demand, and identify and tease out potential customers.</p>
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## 5. BIBLIOGRAPHY

<p><b>Competence 318 (C318)</b></p>	<ul style="list-style-type: none"> <li>• Blank, S.G. (2005). <i>The Four Steps to the Epiphany</i>. Cafepress.com.</li> <li>• Blank, S.G (2012) <i>The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company</i> – Hardcover.</li> <li>• Maurya, A. (2011) <i>Running Lean</i>.</li> <li>• Ries, E. (2011). <i>Lean Startup</i>. New York: Crown Business.</li> <li>• Vlaskovits, P. and Cooper, B. (2010, July 29). <i>The Entrepreneur's Guide to Customer Development: A cheat sheet to the four steps to the Epiphany</i>.</li> <li>• <i>Alexandre Osterwalder (2010) Business model generation</i>.</li> <li>• <i>Alexandre Osterwalder (2014). Value Proposition Design</i>.</li> <li>• <i>Horowitz, B (2014) The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers Hardcover</i></li> </ul>
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## 7. ASESMENT

<b>A1</b>	Attendance & proactive participation
<b>A2</b>	Company presentations
<b>A3</b>	Team Work. Company document (divided in four partial deliverables.)

### BUSINESS DEVELOPMENT

Competencies	C318. Reach an understanding of a business as a whole and its elements, emphasizing in a proper analysis of <a href="#">customers</a> and their problems				
Learning Outcomes	LO181. Ability to substantially ideate, describe, evaluate and discuss a business model	LO182. Focus on understanding your customers, their problems, their preferences and their buying behavior.	LO183. Be able to develop a replicable sales process	LO184.C omprehend the clues to Generate demand	
<b>A1:Attendance &amp; proactive participation</b>					<b>25</b>
<b>A2:Company presentations</b>	6,25	6,25	6,25	6,25	<b>25</b>
<b>A3:Team Work. Company document.</b>	12,5	12,5	12,5	12,5	<b>50</b>
<b>Total</b>					<b>100</b>

- Evaluation will be based on competences.
- Students will be evaluated at the end of each module and a minimum of 50% will be required in each of the activities in order to pass the subject.
- Students will be evaluated by doing oral or writing activities depending on the nature of the competence to be assessed.