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| <b>Denomination of the SUBJECT:</b> <ul style="list-style-type: none"> <li>• <b>Business Development</b></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Credits ECTS</b><br><br>9 ECTS (225 hours) |
| <b>Duration, mode of delivery, and timing within the study plan:</b><br><br>This course will be taught throughout the first semester of the 3rd year.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                               |
| <b>Language</b><br><br>English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                               |
| <b>Core Competences</b><br><br>CC1 That students have demonstrated knowledge and understanding in a field of study that builds on general secondary education, and is typically at a level that, while supported by advanced textbooks, also includes aspects involving knowledge from the forefront of their field of study.<br><br>CC2 That students are able to apply their knowledge to their work or vocation in a professional way and possess the skills usually demonstrated through the development and defense of arguments and the solving of problems within their field of study.<br><br><b>Transversal Competences</b><br><br>TC2 CREATIVE AND TRANSFORMATIVE Developing multiple ideas and opportunities to create value, including better solutions to existing challenges and new ones. Exploring and experimenting with innovative approaches. Combining knowledge and resources to achieve valuable outcomes. Initiating processes that create value, accepting challenges, and acting and working independently to achieve objectives, adhering to intentions, and carrying out planned tasks.<br><br>TC7 CONSCIOUS AND COMMITTED Being capable of self-regulation and having a realistic self-concept and balanced self-esteem; that is, individuals who know themselves and their abilities. Having a broad vision of professions and what can be achieved, and the ability to express where they want to go. They will not adhere to rigid and fixed structures, but will value self-knowledge as a foundation from which they can improve and become increasingly free and independent.<br><br><b>General / Personal Competences:</b><br><br>GC1 Identifies strengths and areas for improvement, committing to personal growth and to the systems in which they participate.<br><br>GC6 Creates original, innovative, and disruptive ideas and puts in place meaningful changes that bring value and impact to personal, professional, or social contexts.<br><br><b>Specific Competences / Profesional:</b><br><br>SC4 Knows and applies tools, processes, and methodologies for organizing, managing, and leading the financial function, oriented toward optimization and opportunity utilization.<br><br>SC5 Is capable of identifying opportunities to start new businesses, innovate, and/or develop new products and services based on the correct interpretation of future trends.<br><br>SC12 Knows and applies sustainability principles, practices, and tools in the management and leadership of companies and organizations, contributing to economic, social, and environmental development in a balanced and ethical manner. |                                               |
| <b>Learning outcomes:</b><br><br>LO1_3 Takes ownership of personal/professional development and carries out actions aimed at improving the quality of life for oneself and others, guided by ethical principles and cooperative values.<br><br>LO6_3 Proposes transformation processes through creativity, innovation, and disruptive thinking, developing strategies that generate a positive impact in the environments where they participate (personal, professional, or social).<br><br>LO15_1 Is capable of applying tools, processes, and methodologies for organizing, managing, and leading the financial function.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                               |

LO17\_1 Is capable of applying tools, processes, and methodologies to innovate and/or develop new products and services.

LO31\_1 Is capable of applying tools to measure and analyze the sustainability and circular economy level of organizations.

### Alignment with Sustainable Development Goals

- Goal 8: Decent work and economic growth
  - Increase productivity through diversification, technology, and innovation
- Goal 9: Industry, innovation, and infrastructure
  - Development of technology, research, and innovation

### Prerequisites:

No prerequisites have been established

### Brief summary of contents:

Business Model Canvas

Value Proposition Canvas

Business Model Patterns

Traditional Patterns

Growth Strategies

- Verne Harnish's Scaling Up
- Kotler's 8 Ways to Win
- Eric Ries' Engines of Growth (Lean Startup)

Market Analytics

- Demand forecasting
- Value based-pricing
- Value map & positioning

Predicting demand

- Search Engine Marketing (SEM)
- TAM SAM SOM

Website conversion rates

- Customer acquisition cost (CAC)
- Customer lifetime value (CLTV)

Selection of offline and online marketing channels

Financial feasibility analysis

Financing decision-making

Sexist communication and advertising

Management of the environmental impact of activities, products and organisations

### Training activities:

The training activities planned for this module are as follows:

- Challenge-based learning (1 ECTS, 25 hours)
- Cooperative work: Development, writing and presentation of group activities (1 ECTS, 25 hours)

- Development, writing and presentation of individual assignments (1 ECTS, 25 hours)
- Workshops aimed at acquiring specific skills (1 ECTS, 25 hours)
- Online learning resources (0.5 ECTS, 12.5 hours)
- Individual and group reflection activities and dynamics (0.5 ECTS, 12.5 hours)
- Individual support, mentoring and monitoring (0.5 ECTS, 12.5 hours)
- Formative feedback (0.5 ECTS, 12.5 hours)
- Portfolio of projects and case studies (1 ECTS, 25 hours)
- Business simulation (2 ECTS, 50 hours)

### Evaluation system:

All subjects will be assessed using a continuous evaluation system, which provides both teachers and students with constant feedback on the learning process throughout the academic period. As a guide, the criteria governing the degree evaluation system are as follows:

- Educational activities aimed at acquiring knowledge and in which individual study predominates may be assessed by means of oral and/or written tests, which will account for a maximum of 40% of the final mark.
- On the other hand, those educational activities aimed at acquiring the practical skills of the subjects will be assessed through the completion of different activities (assignments, case studies, problem solving, etc.), which together will account for at least 60% of the final mark.

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