



IDENTIFYING DATA

Social Media entrepreneurship

Subject	Social Media entrepreneurship			
Code	P04M176V01110			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	Aira Amorín, Adrián Legerén Lago, Beatriz Velásquez Fernández, Wajari			
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Web				
General description	(*)Esta materia recolle as guías e pautas básicas para aprender a emprender, tanto por conta propia como a través de proxectos empresariais con máis persoas e / ou socios, dende os aspectos xurídico, fiscal e humano			

Training and Learning Results

Code	
A5	(*)Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que habrá de ser en gran medida autodirigida ou autónoma.
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
B2	(*)Capacidade de liderado
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
C20	(*)Capacidade para elaborar un plan de negocio.
D3	(*)Sustentabilidade e compromiso ambiental. Uso equitativo, responsable e eficiente dos recursos

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	C19
New	A5
	C20
New	C19
	D3
New	B1
New	B2

Contents

Topic	
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Working on a company. Human capital

The conversion of the business idea into a business.

Management in the growth of a company: from working only to having people in your charge.

How to Manage a Company's Human Capital The day to day of the project manager from the point of view of the workers
Negotiation and leadership

Self-employment

Professional experience as a freelancer. Expenses and management procedures. Social Security. Billing.

Project management

Business management.
Business plan.
Contract models and basic legal concepts.
Financing.
Project manager communication management. From the client to the work team.
Material organization and workflow of projects

How to develop a career in the digital sector

profiles demanded, career opportunities, skills required, lifelong learning and how to learn to look for work

How to fund a digital project

startups, ecommerce, unicorns and rounds of financing

Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	7	30	37
Seminars	13	13	26
Essay	0	8	8
Systematic observation	4	0	4

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Mentored work	The student, individually or in groups, prepares a document linked to the business plan of a company or own entrepreneurship project
Seminars	Activity focused on work on a specific topic of the business plan, legal concepts of the enterprise or the economic part (turnover, budgets ...) of the same

Personalized assistance

Methodologies Description

Mentored work	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.
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Tests Description

Essay	The student develops exercises or projects outside the classroom, under the guidelines and supervision and mentoring of teachers or reputable experts in the field, preparing and presenting assumptions of a practical nature.
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Assessment

	Description	Qualification	Training and Learning Results
Mentored work	Elaboration of a business plan and manual of company procedures. (40%) Make a pitch deck of 10 pages max. video if you want explanatory (extra point) Goal: learn to sell the idea or brand (40%)	80	B1 C19 D3 C20
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	A5 B1 B2

Other comments on the Evaluation

The evaluation criteria are the same in all opportunities.

A minimum score of 50% in all evaluable parts will be required to pass the subject.

Sources of information

Basic Bibliography

Complementary Bibliography

Godin, Seth, **El engaño de Ícaro. Hasta dónde quieres volar.**, Booket, 2000

Subra, Jean-Paul & Vannieuwenhuyze, Aurelien, **Scrum: Un metodo ágil para sus proyectos**, Ediciones ENI, 2018

Vilaseca, Borja, **El Principito se pone la corbata: una fábula de crecimiento personal (Empresa y Talento)**, Booket, 2011

García, Toni, **Autónomos: la guía definitiva**, BLACKIE BOOKS, 2014

Pedro Vigier, Hernán, **ADMINISTRACIÓN DEL CAPITAL HUMANO**, ALTARIA, 2015

Recommendations
