

## Key information

### Admission profile:

In particular, Masterup is aimed at Graduates without any distinction regarding specialization or area of knowledge, preferably with work experience, good enough command of English and who wish to acquire a high-level training in how to set up a company, the creation of new business and the development of innovative projects.

The main factor to pursue and take advantage of Masterup is the willingness of the student to carry a business, cultural or social project through, and give shape to it throughout Masterup. In this sense, the qualification the student has at the beginning is not as relevant as his/her willingness to develop his/her own project.

In order to meet the criteria, the candidates who wish to pursue Masterup will have to submit, along with their application, a summary of their project (up to 300 words), where the idea to be developed, its degree of innovation, the goals to be achieved and the public it is aimed at, are clearly stated.

### Number of places offered

Masterup offers 30 places for students

### Pre-enrolment dates

Pre inscription process will be completed via DUA of Junta de Andalucía (<http://www.juntadeandalucia.es/economiainnovacionciencia/sguit>)

### Dates of the Masters Course

The duration of the Master in one academic year (60 ECTS)

Master presentation will take place at the



Facultad de Ciencias Económicas y Empresariales

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Vicerrectorado de Posgrado y Formación Permanente

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Academic coordinator:

Professor Dr. José Ruiz Navarro



# Masterup

A MASTER'S DEGREE FOR STARTING A BUSINESS AND TO DRIVE INNOVATIVE PROJECTS FORWARD

Masterup is the Official Master's Degree in "Setting up enterprises, new business and innovative projects" by the University of Cádiz.

Masterup proposes a learning and specialization programme with the purpose of offering an advanced, specialized and multidisciplinary training that focuses on academic and/or professional specialization in setting up new enterprises, new business and innovative projects.

Thus, by means of the training programme, the goal is: to teach to "set up, consolidate and develop enterprises, new business and innovative projects - with growth potential- of a business, social or cultural nature".

## Masterup Structure

The structure of Masterup is based on three main basic points:

1. The “project or idea” of the entrepreneurial initiative that every student must submit to apply for the Master's degree. That idea can be related to an innovative project; to a social or cultural project, to starting a new business; or to the diversification or beginning of new business in an existing company, that is, “intrapreneurship”
2. The contents or “technical tools”, which are organised in modules, are going to help develop the project and help the student be an entrepreneur by means of action” (effectual model).
3. The acquisition of “relational resources”. Students will be able to meet and develop various contacts and professional and business relationships thanks to the support and sponsorship of several companies and institutions that take part in the Master's degree.

The methodology of Masterup is based on a fundamentally empiric new paradigm on entrepreneurship, where all the students work on their project while completing their course of study. This way, the whole training program focuses on a real project to set up an enterprise, a new business or an innovative project.



## Structure

### Introductory on-line Modules

Introduction to Economy (4 ECTS)

Introduction to Business Economy (4 ECTS)

### Specific face-to-face Modules

Entrepreneurial Ecosystem and Innovation (3 ECTS)

Creativity and opportunities: entrepreneurship and intrapreneurship (3 ECTS)

Innovation management (3 ECTS)

Human Resources and Entrepreneurial team (3 ECTS)

Business models and plans (3 ECTS)

Entrepreneurial marketing (3 ECTS)

Innovative cooperation (3 ECTS)

Internationalization and born-global business (3 ECTS)

Finance for new businesses (3 ECTS)

Law for entrepreneurs (3 ECTS)

Family business and business evolution (4 ECTS)

Total Compulsory Credits 42 ECTS

### Capstone project

Writing the final project for the Master's degree (6 ECTS)

Professional profile: Practicum / creation project (12 ECTS)

Research profile: Research project (12 ECTS)

**Master's degree total credits 60 ECTS**

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## Masterup is specially aimed at the graduates:

- Who have the intention or are involved in setting up their own business, launching new business in their current companies, a social project (non-profit organizations) or a cultural or creative project where the entrepreneurial method can be applied.
- Who use intrapreneurship as a way to renew family businesses.
- Who wish to develop their professional careers as independent consultants or in consultancy businesses by advising future entrepreneurs.
- Who are part of bodies (science and technology parks, business startup units, professional associations, NGOs, research centres, etc.) as specialists in transfers, setting up businesses and entrepreneurial and innovative projects.
- Who want to be part of business, social and cultural associations which are interested in propelling business activity, employment, and the valuation of entrepreneurial opportunities and the creation of new business.
- Who pursue taking part in activities with a social purpose through the entrepreneurial activity, by applying the entrepreneurial method, and therefore improve the life of the citizens and contribute to social innovation.
- Who are willing to use their artistic, cultural knowledge or hobbies to drive creative projects forward, which generate economic and social value by using the entrepreneurial method.
- Who think about becoming part of consultancy businesses or offices specialized in restructuring processes, crisis management, and business closure.