

## 240SEL83 - SEL83 - Emprenedoria Tecnològica: Desenvolupament de Plans d'Empresa

Unitat responsable:	240 - ETSEIB - Escola Tècnica Superior d'Enginyeria Industrial de Barcelona
Unitat que imparteix:	732 - OE - Departament d'Organització d'Empreses
Curs:	2017
Titulació:	MÀSTER UNIVERSITARI ERASMUS MUNDUS EN SISTEMES ENERGÈTICS SOSTENIBLES (Pla 2012). (Unitat docent Obligatòria) MÀSTER UNIVERSITARI EN ENGINYERIA DE L'ENERGIA (Pla 2013). (Unitat docent Optativa) MÀSTER UNIVERSITARI EN ENGINYERIA DE L'ENERGIA (Pla 2013). (Unitat docent Optativa)
Crèdits ECTS:	3
Idiomes docència:	Anglès

### Professorat

Responsable: JORGE OLIVELLA NADAL

Altres: JORGE OLIVELLA NADAL

### Competències de la titulació a les quals contribueix l'assignatura

#### Transversals:

CT1a. EMPRENEDORIA I INNOVACIÓ: Conèixer i comprendre l'organització d'una empresa i les ciències que en regeixen l'activitat; tenir capacitat per comprendre les regles laborals i les relacions entre la planificació, les estratègies industrials i comercials, la qualitat i el benefici.

### Metodologies docents

#### PROJECT BASED LEARNING

The methodology of the course is based on project-based learning. During the course period, the students work in groups in a project that consist on analysing technological business opportunity.

#### SESSION STRUCTURE

The structure of the sessions will include:

- ? Basic concepts, tools to use and examples (30 m)
- ? Work in teams: application of the tools to a given example, the same for all the teams
- ? Presentation of the results of the work of the teams to the whole group.

#### ASSIGNMENTS

Assignment will refer in all cases to the project that the group is developing.

### Objectius d'aprenentatge de l'assignatura

This course aims to provide students with an experience-based introduction into the initial phase of starting a technology company. It is a real life simulation of the process that founders go through when analysing a technological business opportunity.

At the end of the course, the student will be able to use the tools analysis of analysis that are used in the entrepreneurship world to assess a technological business opportunity and to present the results appropriately.



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Hores totals de dedicació de l'estudiantat

Dedicació total: 30h	Hores grup petit:	30h	100.00%
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### Continguts

<p>Analysis of the technology</p>	<p>Dedicació: 20h Grup mitjà: 10h Aprentatge autònom: 10h</p>
<p>Descripció: The objective is to know and practice tools devoted to generate perform an analysis of the technology when analysing a technological business opportunity.</p> <p>It includes topics 1 to 5:</p> <ol style="list-style-type: none"> <li>1. Innovation and technological business ideas.</li> <li>2. Obtaining of information.</li> <li>3. State of development and potential.</li> <li>4. Evaluation parameters.</li> <li>5. Technology forecasting.</li> </ol> <p>Activitats vinculades: Project, deliverable 1: Analysis of the technology</p> <p>Objectius específics: The analysis of the technology is critical to develop a business project based on technology. Having at hand information from different perspectives on the technology or technologies involved and analyse them in deep is critical. Our main interest is in the information that help to establish the appropriateness of a technological solution to solve certain problems or needs.</p>	
<p>Business model development tools</p>	<p>Dedicació: 16h Grup mitjà: 8h Aprentatge autònom: 8h</p>
<p>Descripció: The objective is to know and practice the tools devoted to develop a business model. It includes topics 6 to 9:</p> <ol style="list-style-type: none"> <li>6. Customer value analysis</li> <li>7. Segmentation</li> <li>8. MVP and product specification</li> <li>9. Process analysis and Supply chain</li> <li>10. Marketing and sales</li> </ol> <p>Activitats vinculades: Project, deliverable 2: Business model developement tools</p> <p>Objectius específics: Know and practice several tools to relate a technological business opportunity with future customers, including Customer value analysis, Segmentation, MVP and product specification, Process analysis and Supply chain, and Marketing and sales.</p>	

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<p>Preparing of the report</p>	<p>Dedicació: 18h Grup mitjà: 9h Aprentatge autònom: 9h</p>
<p>Descripció: The objective is to know and practice the canvas analysis, the obtaining of conclusions of the analyses performed and the preparation of a report. It includes topics 11 to 13: 11. Use of canvas: unique value proposition. 12. Use of canvas: rest of the elements. 13. Advises for the presentation.</p> <p>Activitats vinculades: Project, final deliverable.</p> <p>Objectius específics: Know and practice the canvas analysis: concept and use of canvas analysis, alternative canvas models and blocks of the canvas (Problem, Solution, Key metrics, Unfair advantage, Unique value proposition, Channels, Customer segments, Cost Structure and Revenue streams). Know how to obtain conclusion of the different analysis performed and how to present the results.</p>	

### Sistema de qualificació

Continuous assessment, the final mark will come from class activities and deliverables.

Final grade = 0.1 \* class activities + 0.2 \* deliverable 1 + 0.2 \* deliverable 2 + 0.25 \* final deliverable (document) + 0.25 \* final deliverable (presentation)

If the subject is not passed, the deliverables can be re-submitted during the re-evaluation period.

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### Bibliografia

#### Bàsica:

Carayannis, Elias G. *Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship* [Recurs electrònic] [en línia]. New York, NY: Springer, 2013 [Consulta: 11/02/2015]. Disponible a: <<http://dx.doi.org/10.1007/978-1-4614-3858-8>>. ISBN 9781461438588.

Dollinger, M.J. *Entrepreneurship, strategies and Resources*. 4th ed.. Illinois: Marsh Publications, 2008. ISBN 9780971313064.

Kim, W. Chan; Mauborgne, Renée. *Blue ocean strategy : how to create uncontested market space and make the competition irrelevant*. Expanded ed. Boston: Harvard Business School Press, 2015. ISBN 9781625274496.

Osterwalder, Alexander ; Pigneur, Yves ; Clark, Tim. *Business model generation a handbook for visionaries, game changers, and challengers*. Hoboken, NJ: John Wiley & Sons, 2010. ISBN 9780470876411.

Maurya, Ash. *Running Lean Iterate from Plan A to a Plan That Works* [en línia]. 2nd ed. Sebastopol: O Reilly Media, 2012 [Consulta: 09/03/2016]. Disponible a: <<http://lib.myilibrary.com/Open.aspx?id=612464>>. ISBN 9781449331917.

Ries, Eric. *The lean startup how today's entrepreneurs use continuous innovation to create radically successful businesses*. New York: Crown Business, 2011. ISBN 9780307887917.

Trott, Paul. *Innovation management and new product development*. 5th ed. Harlow, New England: Prentice Hall, 2012. ISBN 9780273736561.