

Course guide

240SEL83 - SEL83 - Technological Entrepreneurship: Business Plan Development

Last modified: 16/05/2023

Unit in charge: Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2012). (Compulsory subject).
MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Optional subject).

Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** English

LECTURER

Coordinating lecturer: JORGE OLIVELLA NADAL

Others: JORGE OLIVELLA NADAL

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Transversal:

CT1a. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding how companies are organised and the principles that govern their activity, and being able to understand employment regulations and the relationships between planning, industrial and commercial strategies, quality and profit.

TEACHING METHODOLOGY

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.

The course is coordinated with the activity of the master SELECT Project of the year.

LEARNING OBJECTIVES OF THE SUBJECT

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.



STUDY LOAD

Type	Hours	Percentage
Self study	48,0	61.54
Hours small group	30,0	38.46

Total learning time: 78 h

CONTENTS

INTRODUCTION

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 6h

Practical classes: 6h

BLOCK 1: Analysis of the technology. UNIT 1: Obtaining of information.

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Practical classes: 3h

BLOCK 1: Analysis of the technology. UNIT 2: State of development and potential.

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Practical classes: 3h

BLOCK 1: Analysis of the technology. UNIT 3: Evaluation parameters.

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Theory classes: 3h



BLOCK 1: Analysis of the technology. UNIT 4: Technology forecasting.

Description:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Theory classes: 3h

BLOCK 2: Analysis of the opportunity. UNIT 1: Customer value analysis.

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Theory classes: 3h

BLOCK 2: Analysis of the opportunity. UNIT 2: Potential customers.

Description:

Development of the concepts corresponding to the topic

Specific objectives:

Development of the concepts corresponding to the topic

Full-or-part-time: 3h

Theory classes: 3h

BLOCK 2: Analysis of the opportunity. UNIT 3: Preparation of a report.

Description:

content english

Full-or-part-time: 3h

Practical classes: 3h

BLOCK 2: Analysis of the opportunity. UNIT 4: Advises for a presentation.

Description:

content english

Full-or-part-time: 3h

Practical classes: 3h

GRADING SYSTEM

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

BIBLIOGRAPHY

Basic:

- Kim, W. Chan; Mauborgne, Renée. Blue ocean strategy : how to create uncontested market space and make the competition irrelevant [on line]. Expanded ed. Boston: Harvard Business School Press, 2015 [Consultation: 02/02/2022]. Available on: <https://ebookcentral.proquest.com/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=5182596>. ISBN 9781625274496.
- Olivella Nadal, Jordi. Technology evaluation for entrepreneurs [on line]. Copenhagen: Bookboon.com, 2018 [Consultation: 20/04/2023]. Available on: <https://bookboon.com/en/technology-evaluation-for-entrepreneurs-ebook>. ISBN 9788740323603.
- Maurya, A. Running lean : iterate from plan A to a plan that works [on line]. 2nd ed. Sebastopol, California: O Reilly, 2012 [Consultation: 14/09/2022]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=867860>. ISBN 9781449331917.
- 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.
- Ries, Eric. The lean startup how today's entrepreneurs use continuous innovation to create radically successful businesses [on line]. New York: Crown Business, 2011 [Consultation: 16/11/2022]. Available on: <https://web-p-ebshost-com.recursos.biblioteca.upc.edu/ehost/ebookviewer/ebook?sid=55e926ce-263a-4ad5-815e-1e730ae60666%40redis&vid=0&format=EK>. ISBN 9780307887894.