

Guia docent

32051 - PB - Fotònica i Negocis

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Unitat responsable: Escola Tècnica Superior d'Enginyeria de Telecomunicació de Barcelona
Unitat que imparteix: 731 - OO - Departament d'Òptica i Optometria.

Titulació: DOCTORAT EN FOTÒNICA (Pla 2007). (Assignatura optativa).
MÀSTER UNIVERSITARI EN FOTÒNICA (Pla 2009). (Assignatura optativa).
MÀSTER UNIVERSITARI ERASMUS MUNDUS EN ENGINYERIA FOTÒNICA, NANOFOTÒNICA I BIOFOTÒNICA (Pla 2010). (Assignatura optativa).

Curs: 2015 **Crèdits ECTS:** 2.5 **Idiomes:** Anglès

PROFESSORAT

Professorat responsable: FERRAN LAGUARTA BERTRAN

Altres: CARLES PUENTE

METODOLOGIES DOCENTS

Presencial Teaching + activities

OBJECTIUS D'APRENTATGE DE L'ASSIGNATURA

The main purpose of this short course is to provide the students with the fundamental entrepreneurial skills and behaviours required to successfully start and develop a technology based business. These skills are exactly the same as those needed to start and run a major development project in a large company environment. The second purpose is to incite business awareness and to explore the hard and fascinating way leading from cutting-edge research to the marketplace. Program will include lectures given by entrepreneurs that have the experience of starting-up a spin-off company. Participants will be also exposed to a highly interactive process of analysis and discussion, including case studies, small-group learning activities and simulations

CONTINGUTS

(CAT) -Entrepreneurship and Intrepreneurship

(CAT) -Starting and Building a HIgh-Tech venture. Case study.

(CAT) -Organization of a technology based company. Case study.

(CAT) -From idea to enterprise. Critical success factors. Case study.

(CAT) -Strategic and product marketing. Case study.



(CAT) -Overview of intellectual property (IP) protection. Case study.

(CAT) -Teamwork. Opportunity Analysis project.

(CAT) -Workshop: basic of start-up finance and accounting

(CAT) - Gathering resources. Venture capital. Case study.

(CAT) - Regional economic development. Photonics Clusters. Case study.

(CAT) - Master Activity

SISTEMA DE QUALIFICACIÓ

· As an Individual: Participation in lectures, workshops and case studies (25%) Short final Exam (35%).
· As a Team: Opportunity Analysis Project (40%)

NORMES PER A LA REALITZACIÓ DE LES PROVES.

The usual in University teaching

BIBLIOGRAFIA

Complementària:

- Committee on Optical Science and Engineering [et al.]. Harnessing light: optical science and engineering for the 21st century. National Academy Press, 1998. ISBN 0309059917.