

## Course guide

### 230712 - EWOC - Entrepreneurship for World Challenges

**Last modified:** 19/05/2025

**Unit in charge:** Barcelona School of Telecommunications Engineering  
**Teaching unit:** 710 - EEL - Department of Electronic Engineering.

**Degree:** MASTER'S DEGREE IN TELECOMMUNICATIONS ENGINEERING (Syllabus 2013). (Optional subject).  
MASTER'S DEGREE IN ADVANCED TELECOMMUNICATION TECHNOLOGIES (Syllabus 2019). (Compulsory subject).

**Academic year:** 2025    **ECTS Credits:** 5.0    **Languages:** English

#### LECTURER

---

**Coordinating lecturer:** VICENÇ FERNANDEZ ALARCON

**Others:** Primer quadrimestre:  
AGUSTIN ANDUJAR LARIOS - 11, 13  
RAMON BRAGOS BARDIA - 11, 13  
VICENÇ FERNANDEZ ALARCON - 11, 13  
EVA MARIA VIDAL LOPEZ - 11, 13

#### 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.

CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

CT4. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

CT5. FOREIGN LANGUAGE: Achieving a level of spoken and written proficiency in a foreign language, preferably English, that meets the needs of the profession and the labour market.

#### TEACHING METHODOLOGY

---

Lectures with student participation  
Seminars and conferences  
Discussion of cases and presentations  
Workshops

## LEARNING OBJECTIVES OF THE SUBJECT

- Ability to promote ICT projects that contribute to achieving the sustainable development objectives proposed by the United Nations.
- Ability to design and implement ICT-based entrepreneurship projects economically viable, socially acceptable and environmentally friendly.

## STUDY LOAD

Type	Hours	Percentage
Hours small group	13,0	10.40
Hours large group	26,0	20.80
Self study	86,0	68.80

**Total learning time:** 125 h

## CONTENTS

### Entrepreneurship for World Challenges

#### Description:

- Global challenges within the framework of the Sustainable Development Goals
- The role of the entrepreneur in today's society
- Identification and evaluation of business opportunities
- Development of user-oriented solutions
- Business models and value propositions
- Marketing and customer acquisition
- Finance and financing of new companies
- Leadership, team, and risk management
- Launching a technology startup

#### Specific objectives:

- Ability to promote ICT projects that contribute to achieving the sustainable development objectives proposed by the United Nations.
- Ability to design and implement ICT-based entrepreneurship projects economically viable, socially acceptable and environmentally friendly.

#### Full-or-part-time: 125h

Theory classes: 35h

Practical classes: 10h

Guided activities: 40h

Self study : 40h

## GRADING SYSTEM

50% follow-up activities during face-to-face sessions  
35% final work (report, presentation, etc.)  
15% individual assimilation activity



## BIBLIOGRAPHY

---

### Basic:

- Morris, Langdon. Permanent innovation. Walnut Creek (CA): Innovation academy, 2011. ISBN 9780615522845.
- Palmer, Adrian. Principles of services marketing. Seventh edition. Maidenhead: McGraw-Hill Education, [2014]. ISBN 9780077152345.

### Complementary:

- Drucker, Peter F. HBR'S 10 must reads : On leadership. If you read nothing else on leadership, read these definitive articles from Harvard Business Review.. New York: Harvard Business Review, cop. 2011. ISBN 978-1422157978.