Course guide
804256 - EIT - Entrepreneurship and IT Innovation

Last modified: 22/06/2023

Unit in charge:	Image Processing and Multimedia Technology Centre
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre.
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Optional subject).

Academic year: 2023   **ECTS Credits:** 6.0   **Languages:** English

LECTURER

Coordinating lecturer: Lluch-Ariet, Magí

Others:

PRIOR SKILLS

General knowledge of project management
Capacities for project organization and development

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEVJ 11. Identify the business, financing and monetisation models of the video game industry, and its digital distribution, monitoring and marketing.

Transversal:
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.

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
06 URI N2. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.
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

The teaching methodology is divided in four parts:
- Sessions for the content?s exposition at classroom
- Practical working sessions at classroom (training for the use of the tools, presentations and use case debates)
- Practical development of elements of the innovation system linked to the European plan for research and innovation strategy.
- Autonomous work to study and carry out exercises and activities

LEARNING OBJECTIVES OF THE SUBJECT

- Be able to develop a business plan of technology innovation
- Manage and coordinate working groups, solving possible conflicts, considering the work performed by other people and evaluating the effectivity of the team, as well as the presentation of the outcomes
- After identifying the different parts of an academic document and organizing the bibliographic references, design and execute a proper advanced research strategy with specialised information resources, selecting the pertinent information taking into account relevant and quality based criteria
- To plan and use the required information for an academic work (for example, for the "Treball Final de Grau") starting with a critic analysis about the information resources used
- To perform the assigned tasks from basic guidelines given by the professors, deciding the required time for each task, including personal contributions and extending the indicated sources of information
- To apply the knowledge acquired in the task development according to its relevance and pertinence, deciding the way to carry out the task and the time required and selecting the best sources of information
- To show enough lecture understanding in the reading of English documents, linked to the topic, like notes, scientific articles, web pages, etc

STUDY LOAD

Type	Hours	Percentage
Guided activities	12,0	8.00
Self study	90,0	60.00
Hours large group	18,0	12.00
Hours medium group	30,0	20.00

Total learning time: 150 h

CONTENTS

1. Presentation, methodology and evaluation

Description:
Presentation of the subject and evaluation criteria
What is research? What is innovation? What is development?

Full-or-part-time: 2h
Laboratory classes: 2h

2. Concepts and strategy for the research and innovation strategy

Description:
2.1 The Technology Readiness Levels (TRL)
2.2 The Business Plan for Innovation (Innovation Canvas)
2.3 The Intelectual and Property Rights (IPR)
2.4 Patents: From research to market

Related activities:
Practice 1: Consortium Agreement

Related competencies :
CEVJ 11. Identify the business, financing and monetisation models of the video game industry, and its digital distribution, monitoring and marketing.
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.

Full-or-part-time: 14h
Laboratory classes: 6h
Guided activities: 4h
Self study : 4h

3. The academic ans scientific documents

Description:
3.1 How to write a scientific article
3.2 Metrics: Impact Factor
3.3 Journals, Special issues and Proceedings
3.4 The peer-review process

Related activities:
Practice 2: EasyChair

Related competencies :
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Full-or-part-time: 12h
Laboratory classes: 2h
Guided activities: 4h
Self study : 6h

4. State of R+D+i in Europe and in Catalonia

Description:
4.1 The R+D+i Ecosystem in Catalonia
4.2 The H2020 Framework Programme of the European Union
4.3 Research and Innovation Strategy in Europe and Catalonia
4.4 European Enterprise Network

Related activities:
Practice 3: Technology Offer and Demand

Related competencies :
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Full-or-part-time: 18h
Laboratory classes: 6h
Guided activities: 6h
Self study : 6h

5. The research and innovation projects

Description:
5.1 Objectives and State-of-the-Art
5.2 Planning and Project Management
5.3 Risc Management
5.4 Impact

Related activities:
Practice 4: EMDESK (Tool for Planning and management of R+D+i projects)

Related competencies :
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Full-or-part-time: 36h
Laboratory classes: 6h
Guided activities: 6h
Self study : 24h

6. The coordination and management of working teams

Description:
The coordination and management of working teams

Related competencies :
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.

Full-or-part-time: 4h
Laboratory classes: 2h
Self study : 2h

7. Hands on: Local development agencies

Description:
Visit to the Business Atention Office of the Barcelona City Council
Visit to Orbital 40 and to Parc Audiovisual de Catalunya

Related activities:
Practice 5 - Attendance to Barcelona Activa programme

Related competencies :
CEVJ 11. Identify the business, financing and monetisation models of the video game industry, and its digital distribution, monitoring and marketing.
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Full-or-part-time: 32h
Laboratory classes: 4h
Guided activities: 4h
Self study : 24h

8. Hands on: Instruments of the European Comission

Description:
Attendance to the ICT Proposers' Day Event (H2020)

Related activities:
Practica 6 H2020 Project analysis

Related competencies :
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Full-or-part-time: 32h
Laboratory classes: 2h
Guided activities: 6h
Self study : 24h

GRADING SYSTEM

Practice 1: 5%
Practice 2: 10%
Practice 3: 5%
Practice 4: 10%
Practice 5: 10%
Practice 6: 10%
Partial exam: 20%
Final exam: 20%
Contribution and learning attitude of the student: 10%
In case the subject is not passed through the continuous evaluation there is the option to perform a re-evaluation exam of the theoretical part and a part of the practical one, corresponding to 50% of the subject's mark.

EXAMINATION RULES.

The evaluation activities are individual
For the practices it is allowed to use all learning material and their submission must be done on the indicated deadline with no option for extension
Exams will be done with no access to any learning material

BIBLIOGRAPHY

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

RESOURCES

Hyperlink:

- RIS3CAT. Estratègia de recerca i innovació per a l'especialització intel·ligent de Catalunya
- Barcelona Emprenedoria. The website for Barcelona's enterpreneurs
- Horizon 2020. Horizon 2020
- EU Research and Innovation. EU Research and Innovation
- ACCIÓ. Agència per la Competitivat de l'Empresa
- IPR Helpdesk. IPR Helpdesk
- Enterprise Europe Network. Enterprise Europe Network
- RIS3. Guide on Research and Innovation Strategies for Smart Specialisation

Other resources:

https://ec.europa.eu/programmes/horizon2020/