

Course guide

230712 - EWOC - Entrepreneurship for World Challenges

Last modified: 25/05/2023

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: 2023 **ECTS Credits:** 5.0 **Languages:** English

LECTURER

Coordinating lecturer: Consultar aquí / See here:
<https://telecos.upc.edu/ca/estudis/curs-actual/professorat-responsables-coordinadors/responsables-signatura>

Others: Consultar aquí / See here:
<https://telecos.upc.edu/ca/estudis/curs-actual/professorat-responsables-coordinadors/professorat-assignat-idioma>

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 for sustainable development.
- The new role of the company in the 21st century within the framework of the Sustainable Development Goals.
- Ethical dimension: Mission, governance and value chain
- The engineering professional in the face of innovation in the 21st century: Linear economy. Circular economy. Economy of the common good. New paradigms
- The role of the entrepreneur and the intra-entrepreneur in the current company.
- From the idea to the action: market, human resources, resources and viability.
- User-oriented design methodologies and tools: Design Thinking, Lean Management, Agile methods

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 % activity during the course (presentations, assignments, participation, deliverables, etc.)

50 % final result (presentation, report, etc.)

+ 30 % individual modulation index by peer assignment

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.