

Course guide

240347 - 240E0066 - Technical Entrepreneurship

Last modified: 16/05/2023

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

Degree: MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Optional subject).
MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2021). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 5.0 **Languages:** Spanish, English

LECTURER

Coordinating lecturer: Calleja Sanz, Gema

Others: Inetskaya, Anna
Magallón Hernández, Ignacio

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

7. Develop a business plan into a pop context.

Generical:

1. Acquire skills related to the design and management of complex organizations, including people management, financial aspects, production, project management, and allocation and distribution of resources for managers and management problems.
2. Know and understand the organization of a company and the sciences that define their activity, ability to understand business rules and relationships between planning, industrial and commercial strategies, quality and profit.
3. Learn and master the analytical tools necessary for decision making in the organizational context more efficient.

Transversal:

4. 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
Final project
Team work

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
Hours large group	45,0	100.00

Total learning time: 45 h

CONTENTS

Block 1. Emprenedoria tecnològica

Description:

Entrepreneurship and technology
Technology-based companies

Full-or-part-time: 135h

Theory classes: 135h

Block 2. Creation of technology-based companies

Description:

Opportunity evaluation
Business model definition
Financing options for tech startups
Design of startup operations plan
Legal and ethical aspects

Full-or-part-time: 13h 30m

Theory classes: 13h 30m

GRADING SYSTEM

The qualification will be an average rating of:

50 %: class deliverables

50% : final project/deliverable & oral presentation in class

The act of reevaluation will be the delivery of a report. If the student who attends the reevaluation does not pass the course, the highest grade between the result of the ordinary evaluation (if any) and the reevaluation is kept.

All students that didn't pass the course can take the reevaluation exam, whether they obtained a grade or a "no show" qualification.

BIBLIOGRAPHY

Basic:

- 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.
- 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, cop. 2015 [Consultation: 02/02/2022]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=5182596>. ISBN 9781625274496.
- Osterwalder, Alexander; Pigneur, Yves; Clark, Tim. Business model generation : a handbook for visionaries, game changers, and challengers [on line]. Hoboken, New Jersey: John Wiley & Sons, cop. 2010 [Consultation: 09/05/2023]. Available on: <https://ebookcentral-proquest-com.recursos.biblioteca.upc.edu/lib/upcatalunya-ebooks/detail.action?pq-origsite=primo&docID=581476>. 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.
- 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.

RESOURCES

Other resources:

Básica:

Guías para emprender una idea de negocio. Programa Innova. <http://pinnova.upc.edu/recursos>

Enlaces de interés:

Emprenedors TV (<http://www.emprenedorstv.com/>) />Inicia: per a la creació d'empreses (<http://inicia.gencat.cat/inicia/cat/>) />Fundació Institució Catalana de Suport a la Recerca (<http://www.fundaciorecerca.cat/>) />Global Entrepreneurship Week (<http://www.unleashingideas.org/>)