Course guide
270511 - VPEI - Viability of Innovative Business Projects

Last modified: 02/02/2024

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

Degree: MASTER'S DEGREE IN INFORMATICS ENGINEERING (Syllabus 2012). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 4.5 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: FERNANDO BARRABES NAVAL

Others: Segon quadrimestre:
FERNANDO BARRABES NAVAL - 10

PRIOR SKILLS

Having some previous experience in business administration or having previously completed subjects such as VPE (Viability of Business Projects) while studying Computer Engineering is desirable.

Reading a certain level in English is also desirable.

REQUIREMENTS

- Pre-Corequisite FPEI-MEI

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.

Generical:
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CG8. Capability to apply the acquired knowledge and to solve problems in new or unfamiliar environments inside broad and multidisciplinary contexts, being able to integrate this knowledge.

Transversal:
CTR1. ENTREPRENEURSHIP AND INNOVATION: Capacity for knowing and understanding a business organization and the science that rules its activity, capability to understand the labour rules and the relationships between planning, industrial and commercial strategies, quality and profit. Capacity for developping creativity, entrepreneurship and innovation trend.

Basic:
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

TEACHING METHODOLOGY

During the lectures, classes will be complemented, depending on the subject, with previous examples of development that enable students to gain practical ideas for the work to be done in the project sessions. Case studies will also form a fundamental part of this block.

In some cases, theory lectures will include short lectures of entrepreneurs or managers to provide real guidance on how he / she addressed the main issue the session is about.

Regarding project sessions, they will focus on enabling students to progress in building their business plan. The methodologies used range from group dynamics and brain storming to doing online market research, preparation of specific parts of the business plan or cross-presentation between group members.

Project development sessions will be carefully scheduled and designed to facilitate the implementation of business plan.

LEARNING OBJECTIVES OF THE SUBJECT

1.Understand and appreciate the role of the entrepreneur in modern society
2.Being able to analyze the external situation to determine business innovative ideas
3.Around an innovative project, being able to build a reasonable business plan
4.Building a solid and convincing speech about a business idea and a business plan

STUDY LOAD

Type	Hours	Percentage
Guided activities	4,5	4.00
Hours medium group	13,5	12.00
Hours large group	22,5	20.00
Self study	72,0	64.00

Total learning time: 112.5 h

CONTENTS

Introduction to the course and key aspects of business

The entrepreneur's role in society, characteristics and profile

Innovation and benchmarking Axis 1) Identification of long-term in the market

Innovation and benchmarking axis 2) Technological evolution as a source of ideas. Technology applied to industry.

Axis of innovation and benchmarking 3) ethical business models as a source of innovation and ideas

From the idea to the company. Contents of the business plan. Market research.

Competitive advantages. SWOT Analysis

Marketing plan: strategic marketing, distribution and product

Marketing plan: price and promotion strategies

The human team in a small innovative company

Different kind of societies. Fiscal basics for entrepreneurs

Need of resources. Building the balance sheet at the beginning of the company

Building a forecasted P&L for the first two years. Cash-Flow

ACTIVITIES

Introduction to the course. Key aspects of the business and the entrepreneur

Specific objectives:
1

Related competencies :
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CTR1. ENTREPRENEURSHIP AND INNOVATION: Capacity for knowing and understanding a business organization and the science that rules its activity, capability to understand the labour rules and the relationships between planning, industrial and commercial strategies, quality and profit. Capacity for developping creativity, entrepreneurship and innovation trend.

Full-or-part-time: 5h 30m
Theory classes: 1h 30m
Laboratory classes: 1h
Self study: 3h

Working on the different innovation axes

Description:
Working around the three axes: market trends, technological innovation and ethical standards, students will discover ways to find innovative ideas sustainable over time.

Specific objectives:
2, 3

Related competencies :
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.
CTR1. ENTREPRENEURSHIP AND INNOVATION: Capacity for knowing and understanding a business organization and the science that rules its activity, capability to understand the labour rules and the relationships between planning, industrial and commercial strategies, quality and profit. Capacity for developping creativity, entrepreneurship and innovation trend.
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 17h 30m
Theory classes: 2h
Laboratory classes: 3h 30m
Self study: 12h

Shaping the business idea

Description:
Working the concept of competitive advantage and SWOT analysis. Revisiting the structure of a business plan and market research

Specific objectives:
3, 4

Related competencies :
CG8. Capability to apply the acquired knowledge and to solve problems in new or unfamiliar environments inside broad and multidisciplinary contexts, being able to integrate this knowledge.
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 20h
Theory classes: 1h
Laboratory classes: 7h
Self study: 12h

Marketing plan

Specific objectives:
2, 3

Related competencies :
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.
CTR1. ENTREPRENEURSHIP AND INNOVATION: Capacity for knowing and understanding a business organization and the science that rules its activity, capability to understand the labour rules and the relationships between planning, industrial and commercial strategies, quality and profit. Capacity for developping creativity, entrepreneurship and innovation trend.
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 18h
Theory classes: 2h
Laboratory classes: 4h
Self study: 12h

Human team and formal issues

Specific objectives:
1, 4

Related competencies :
CG8. Capability to apply the acquired knowledge and to solve problems in new or unfamiliar environments inside broad and multidisciplinary contexts, being able to integrate this knowledge.
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CTR1. ENTREPRENEURSHIP AND INNOVATION: Capacity for knowing and understanding a business organization and the science that rules its activity, capability to understand the labour rules and the relationships between planning, industrial and commercial strategies, quality and profit. Capacity for developping creativity, entrepreneurship and innovation trend.
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 20h 06m
Theory classes: 2h
Laboratory classes: 8h 06m
Self study: 10h

Balance sheet and P&L statement

Specific objectives:
3, 4

Related competencies :
CG8. Capability to apply the acquired knowledge and to solve problems in new or unfamiliar environments inside broad and multidisciplinary contexts, being able to integrate this knowledge.
CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.
CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 18h 24m
Theory classes: 2h
Laboratory classes: 4h 24m
Self study: 12h

Presenting the marketing plan and the business model

Specific objectives:
1, 2, 3, 4

Related competencies :
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CG10. Capacity to apply economics, human resources and projects management principles, as well as legislation, regulation and standardization of Informatics.
CDG3. Capability to manage research, development and innovation projects in companies and technology centers, guaranteeing the safety of people and assets, the final quality of products and their homologation.
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CB8. Capability to communicate their conclusions, and the knowledge and rationale underpinning these, to both skilled and unskilled public in a clear and unambiguous way.

Full-or-part-time: 13h 30m
Guided activities: 2h
Self study: 11h 30m

GRADING SYSTEM

The assessment is based on student presentations and the defence of the business plan in front of a jury comprising course faculty members and - optionally - another member of the teaching staff or guest professional.

Throughout the course there will be three evaluative milestones:
- The presentation of the innovative business model,
- The presentation of the business plan as a whole,
- The analysis of the financial plan and the proposal to investors.

The presentation simulates a professional setting. Accordingly, the following aspects will also be assessed: dress, formal, well-structured communication, etc.

In order to be able to publicly defend the business plan, students must have attended at least 70% of the classes and teams must have delivered on time the activities that have been planned. The plan is the result of teamwork, which will be reflected in the grade given to the group as a whole. Each member of the group will be responsible for part of the project and will be graded individually on his or her contribution.

This approach is designed to foster teamwork, in which members share responsibility for attaining a common objective.

BIBLIOGRAPHY

Basic:
- Hisrich, R.D.; Peters, M.P.; Shepherd, D.A. Entrepreneurship. 12th ed. New York: McGraw-Hill, 2024. ISBN 9781266264139.
- Eguiguren, M.; Barroso, E. Empresa 3.0: políticas y valores corporativos en una cultura empresarial sostenible. Pirámide, 2011. ISBN 978-84-368-2476-6.
- Nueno, P. Emprendiendo: el arte de crear empresas y sus artistas. Deusto, 1999. ISBN 8423413063.

Complementary:
- Barba, E. Innovación: 100 consejos para inspirarla y gestionarla. Libros de Cabecera, 2011. ISBN 978-84-938303-3-5.