310090 - Entrepreneurship and Innovation

**Coordinating unit:** 310 - EPSEB - Barcelona School of Building Construction

**Teaching unit:** 732 - OE - Department of Management

**Academic year:** 2019

**Degree:**
- BACHELOR’S DEGREE IN BUILDING CONSTRUCTION SCIENCE AND TECHNOLOGY (Syllabus 2009). (Teaching unit Optional)
- BACHELOR’S DEGREE IN ARCHITECTURAL TECHNOLOGY AND BUILDING CONSTRUCTION (Syllabus 2015). (Teaching unit Optional)

**ECTS credits:** 3

**Teaching languages:** Catalan, Spanish

**Teaching staff**

**Coordinator:** MARTA RECASENS ALSINA

**Others:** MIQUEL LLOVERA

**Opening hours**

**Timetable:** Tuesdays, from 15:00h to 16:00h.

**Prior skills**

The abilities proved up to now in the study of the Grau en Ciències i Tecnologia de l'Edificació.

**Requirements**

To feel motivated to create an own initiative.

**Degree competences to which the subject contributes**

**Specific:**

1. FB-6 Appropriate knowledge of the business concept, its institutional framework, organisation models, planning, control and strategic decision making in certainty environments, risk and uncertainty; production systems, expenses, planning, financing sources and making of financial plans and budgets.

2. FE-33 Exposition and defence, before a university committee, of a final of degree project, consisting in an exercise of assimilation of the educational contents received and the competences acquired.

3. FE-21 Aptitude to analyse, design and execute solutions which facilitate the universal accessibility to the buildings and their environment.

**Teaching methodology**

The methodology to use will be a combination between the different traditional educational tools and others more innovative:

- Theoretical and practical classes: In the first ones there will be done a formal exposition of the contents to develop by the professor, and in the second ones the students will work a practical case.
- "Role-playing" classes: There will be developed role-playing games to present situations close to the business reality.
- "Role-model" classes: A successful entrepreneur will be invited so that he/she can contact directly with the students in an experiences exchange.
- "Mentoring" classes: Business tutorial sessions with the purpose of develop the projects started at class.
- Master conferences: By entrepreneurs or significant personalities of the current business world.
Learning objectives of the subject

OBJECTIVES:
The learning objective of this subject is to transmit the enterprising spirit, teach the necessary contents to generate a business idea, develop it and execute it and regularize the constant innovation ability, at the same time the creativity towards the identification of problems and/or necessities is guided.

COMPETENCES:
Generic competences:

1.- Ability to propose and increase the ideas.

2.- Autonomy in the work and ability for the choice making.

3.- Critical thinking and ability to analyze contexts.

4.- Effective oral and written communication: Communicate orally and in writing with other people about the learning results, the development of the thinking and the choice making; ability to listen and communicate efficiently.

5.- Aptitude to direct towards the centralization of ideas and projects.

Specific competences:

1.- Generation of ideas related with the detection of opportunities.

2.- Presentation of the business ideas individually.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 18h 24.00%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group: 6h 8.00%</td>
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<tr>
<td></td>
<td>Hours small group: 6h 8.00%</td>
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<td>Self study: 45h 60.00%</td>
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# Content

## UNIT I: IDENTIFICATION OF PROBLEMS AND OPPORTUNITIES OF BUSINESS

**Description:**

In this content the students work:
1.1 Basic concepts of innovation and creativity.
1.2 Creativity techniques.
1.3 Management in the innovation.
1.4 Generation of Business ideas.

Linked activities: "Brain storming" of Business ideas.

**Learning time:** 75h
- Theory classes: 24h
- Practical classes: 7h
- Guided activities: 12h
- Self study: 32h

## UNIT II: CREATIVITY AND MATURATION OF THE IDEAS

**Description:**

In this content the students work:
2.1 Competences, abilities and complementarity.
2.2 Learn how to guide the ideas through the resolution of problems.
2.3 Learn how to work and relate, be able to communicate the key elements for the personal development with professionalism.
2.4 Learn to express and transform an idea into a business model, and be able to transmit it. "Elevator Pitch".

Linked activities: Writing of an "Elevator Pitch".

**Learning time:** 1h
- Theory classes: 1h
UNIT III: IDENTIFICATION OF THE DIFFERENT PHASES AND COMPONENTS OF A PROJECT OF A COMPANY

| Description: |
| Description: |

In this content the students work:

3.1 Understand and define the mission/vision of a business idea.
3.2 Understand that a business plan is an interactive process.
3.3 Make a DAFO analysis of a business plan.
3.4 Identify and argue the weak and strong points of the company projected.
3.5 Combine the internal and external analysis and select the most important elements.
3.6 Establish a strategy and mark the objectives from the DAFO synthesis.

Linked activities: Redaction vision/mission of the business model and drawing of the DAFO.

Qualification system

The evaluation of the efficiency of the student will be done keeping in mind the involvement of the students in the different activities done at class. Besides, there will be considered the results obtained by the students in the different practical cases (continuous evaluation). The itemisation of the course mark is presented as:

Continuous evaluation (AC): 30% Works and practical cases (CP): 30% Exposition of the business model (MN): 40%

"Elevator Pitch" and vision/mission.

Final mark = (0.30 x AC) + (0.30 x CP) + (0.40 x MN)

Regulations for carrying out activities

All the activities evaluated are compulsory.
If the works are not presented, they will be considered as non-marked.
The attendance is compulsory in a 80%.
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Bibliography

Basic:


Others resources:

Bibliographic References


Articles científics:


Audiovisual material
"Power points" creats per Marta Recasens Alsina