804256 - EIT - Entrepreneurship and IT Innovation

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Academic year: 2019
Degree: BACHELOR’S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Optional)
BACHELOR’S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Optional)
ECTS credits: 6
Teaching languages: English

Teaching staff
Coordinator: Lluch-Ariet, Magí

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 INFORMATION 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 effectiveness 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

<table>
<thead>
<tr>
<th>Study load</th>
<th>Hours large group:</th>
<th>18h</th>
<th>12.00%</th>
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<tbody>
<tr>
<td></td>
<td>Hours medium group:</td>
<td>30h</td>
<td>20.00%</td>
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<tr>
<td></td>
<td>Hours small group:</td>
<td>0h</td>
<td>0.00%</td>
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<tr>
<td></td>
<td>Guided activities:</td>
<td>12h</td>
<td>8.00%</td>
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<tr>
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<td>Self study:</td>
<td>90h</td>
<td>60.00%</td>
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Total learning time: 150h
# Content

## 1. Presentation, methodology and evaluation

<table>
<thead>
<tr>
<th>Learning time: 2h</th>
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<tbody>
<tr>
<td>Laboratory classes: 2h</td>
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**Description:**
Presentation of the subject and evaluation criteria
What is research? What is innovation? What is development?

## 2. Concepts and strategy for the research and innovation strategy

<table>
<thead>
<tr>
<th>Learning time: 14h</th>
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<tbody>
<tr>
<td>Laboratory classes: 6h</td>
</tr>
<tr>
<td>Guided activities: 4h</td>
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<tr>
<td>Self study: 4h</td>
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</tbody>
</table>

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

**Related activities:**
Practice 1: Consortium Agreement

## 3. The academic and scientific documents

<table>
<thead>
<tr>
<th>Learning time: 12h</th>
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<tbody>
<tr>
<td>Laboratory classes: 2h</td>
</tr>
<tr>
<td>Guided activities: 4h</td>
</tr>
<tr>
<td>Self study: 6h</td>
</tr>
</tbody>
</table>

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

**Learning time:** 18h  
Laboratory classes: 6h  
Guided activities: 6h  
Self study: 6h

**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

## 5. The research and innovation projects

**Learning time:** 36h  
Laboratory classes: 6h  
Guided activities: 6h  
Self study: 24h

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

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

## 6. The coordination and management of working teams

**Learning time:** 4h  
Laboratory classes: 2h  
Self study: 2h

**Description:**  
The coordination and management of working teams
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

**Learning 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

**Learning time:** 32h
Laboratory classes: 2h
Guided activities: 6h
Self study: 24h

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**Qualification 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.

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**Regulations for carrying out activities**

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
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**Bibliography**

**Basic:**

**Others resources:**
https://ec.europa.eu/programmes/horizon2020/

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