240EN22 - Technological Communication and Entrepreneurship

Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management
756 - THATC - Department of History and Theory of Architecture and Communication Techniques

Academic year: 2018
Degree: MASTER’S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Teaching unit Optional)
ECTS credits: 5

Teaching staff
Coordinator: Marta Aguilar i Pérez
Jordi Olivella Nadal

Others: Marta Aguilar i Pérez (Communication)
Jordi Olivella Nadal (Entrepreneurship)

Prior skills
Possess at least the B.2.2 (First Certificate) proficiency level or equivalent.

Learning objectives of the subject
In relation to communication, the objectives are familiarise students with the main features of technical and business English so that they can communicate technical information effectively, both in writing and orally. raise awareness about the importance of the communicative context, purpose and audience so that content and format and register are adapted to every communicative situation. Communicating for informative purposes (e.g. writing a progress report or informational presentation) and for persuasive purposes (at job interviews or in elevator pitches)

In relation to technological entrepreneurship, 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

<table>
<thead>
<tr>
<th>Total learning time: 9h</th>
<th>Theory classes: 0h</th>
<th>0.00%</th>
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<tr>
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<td>Practical classes: 0h</td>
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<td>Laboratory classes: 6h</td>
<td>66.67%</td>
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<td>Guided activities: 3h</td>
<td>33.33%</td>
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## Content

<table>
<thead>
<tr>
<th>Module</th>
<th>Description</th>
<th>Learning time</th>
<th>Related activities</th>
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<tr>
<td><strong>MODULE 1: TECHNICAL AND BUSINESS COMMUNICATION</strong></td>
<td>Featuring technical and business communication. Aspects of tone and style (register). Impersonalization in technical documents. Writing memos and technical innovation proposal or progress reports on entrepreneurship projects. Short oral presentations: informative format (Product and process description)</td>
<td><strong>31h 30m</strong>&lt;br&gt;Theory classes: 11h 30m&lt;br&gt;Self study: 20h</td>
<td>From a case study on a communication problem, write a better, revised version of one or several documents. Tasks on the academic and technical register. Rewriting a text from informal to formal and viceversa. Selection and revision of grammatical mistakes based on the results obtained in the placement test.</td>
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<td><strong>MODULE 2: PERSUASIVE COMMUNICATION</strong></td>
<td>- Job searching activities (CV, job interviews) - &quot;Elevator pitch&quot;: selling an idea of a technological innovative product in a few minutes.</td>
<td><strong>31h</strong>&lt;br&gt;Theory classes: 11h&lt;br&gt;Self study: 20h</td>
<td>CV (statement of purpose) and job interview. Elevator pitch.</td>
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<td><strong>MODULE 3: ANALYSIS OF A TECHNOLOGICAL BUSINESS OPPORTUNITY: TECHNOLOGY ASPECTS</strong></td>
<td>Methodology of analysis of a technological business opportunity</td>
<td><strong>11h 30m</strong>&lt;br&gt;Theory classes: 11h 30m</td>
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<tr>
<td><strong>MODULE 4: ANALYSIS OF A TECHNOLOGICAL BUSINESS OPPORTUNITY: TECHNOLOGY ASPECTS</strong></td>
<td>Methodology of analysis of a technological business opportunity</td>
<td><strong>11h</strong>&lt;br&gt;Theory classes: 11h</td>
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Qualification system

The Communication part will consist of 50% of the final mark and the Entrepreneurship part will constitute the remaining 50%.

Within COMMUNICATION: 40% constitute continuous evaluation and 60% the final exam.

All these activities can be performed individually, in pairs and in teams.

The Entrepreneurship part is assessed through class deliverables (50%) and a final presentation (50%).

Regulations for carrying out activities

No dictionary or electronic devices will be allowed in the final exam. Plagiarism will be penalised up to 0.

Bibliography

Basic:
