Course guides
240EN22 - 240EN22 - Technological Communication and Entrepreneurship

Unit in charge: Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management.
756 - THATC - Department of History and Theory of Architecture and Communication Techniques.
Degree: MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Optional subject).
Academic year: 2020  ECTS Credits: 5.0  Languages: English

LECTURER

Coordinating lecturer: 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.

TEACHING METHODOLOGY

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>Type</th>
<th>Hours</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Guided activities</td>
<td>9,0</td>
<td>33.33</td>
</tr>
<tr>
<td>Hours small group</td>
<td>18,0</td>
<td>66.67</td>
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</tbody>
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Total learning time: 27 h
CONTENTS

MODULE 1: TECHNICAL AND BUSINESS COMMUNICATION

Description:
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)

Related activities:
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.

Full-or-part-time: 31h 30m
Theory classes: 11h 30m
Self study: 20h

MODULE 2: PERSUASIVE COMMUNICATION

Description:
- Job searching activities (CV, job interviews)
- "Elevator pitch": selling an idea of a technological innovative product in a few minutes.

Related activities:
CV (statement of purpose) and job interview. Elevator pitch.

Full-or-part-time: 31h
Theory classes: 11h
Self study: 20h

MODULE 3: ANALYSIS OF A TECHNOLOGICAL BUSINESS OPPORTUNITY: TECHNOLOGY ASPECTS

Description:
Methodology of analysis of a technological business opportunity

Full-or-part-time: 11h 30m
Theory classes: 11h 30m

MODULE 4: ANALYSIS OF A TECHNOLOGICAL BUSINESS OPPORTUNITY: TECHNOLOGY ASPECTS

Description:
Methodology of analysis of a technological business opportunity

Full-or-part-time: 11h
Theory classes: 11h
GRADING SYSTEM

The Communication part will consist of 50% of the final mark and the Entrepreneurship part will constitute the remaining 50%.
Within COMMUNICATION: 40% constitutes 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%).

During the spring semester of the 2019-2020 academic year, and as a result of the health crisis due to Covid19, the qualification method will be:

The Entrepreneurship part is going to be assessed as originally planned. All activities are going to be developed online.

Regarding to Communication part, the assessment will be as follows:

- Written exam based on the written project for J. Olivella (1 hour- final exam): 30 %
- Short-range written exercises, individual tasks (assignment submission; register task, feasibility report; technical descriptions; marketing report): 35 %
- Active participation and spoken activities in class: 35 % (Oral defense of the Entrepreneurship project + persuasive presentation in class)

EXAMINATION RULES.

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

BIBLIOGRAPHY

Basic: