240SEL83 - SEL83 - Technological Entrepreneurship: Business Plan Development

Degree competences to which the subject contributes

Transversal:
CT1a. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding how companies are organised and the principles that govern their activity, and being able to understand employment regulations and the relationships between planning, industrial and commercial strategies, quality and profit.

Teaching methodology

PROJECT BASED LEARNING
The methodology of the course is based on project-based learning. During the course period, the students work in groups in a project that consist on analysing technological business opportunity.

SESSION STRUCTURE
The structure of the sessions will include:
? Basic concepts, tools to use and examples (30 m)
? Work in teams: application of the tools to a given example, the same for all the teams
? Presentation of the results of the work of the teams to the whole group.

ASSIGNMENTS
Assignment will refer in all cases to the project that the group is developing.

Learning objectives of the subject

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: 78h</th>
<th>Hours small group: 30h</th>
<th>38.46%</th>
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</thead>
<tbody>
<tr>
<td>Guided activities: 0h</td>
<td>0.00%</td>
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<tr>
<td>Self study: 48h</td>
<td>61.54%</td>
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## INTRODUCTION

**Description:**
Development of the concepts corresponding to the topic

**Specific objectives:**
Development of the concepts corresponding to the topic

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## BLOCK 1: Analysis of the technology. UNIT 1: Obtaining of information.

**Description:**
Development of the concepts corresponding to the topic

**Specific objectives:**
Development of the concepts corresponding to the topic

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## BLOCK 1: Analysis of the technology. UNIT 2: State of development and potential.

**Description:**
Development of the concepts corresponding to the topic

**Specific objectives:**
Development of the concepts corresponding to the topic

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## BLOCK 1: Analysis of the technology. UNIT 3: Evaluation parameters.

**Description:**
Development of the concepts corresponding to the topic

**Specific objectives:**
Development of the concepts corresponding to the topic
| BLOCK 1: Analysis of the technology. UNIT 4: Technology forecasting. | Learning time: 3h |
| Description: | Theory classes: 3h |
| Development of the concepts corresponding to the topic |

| BLOCK 2: Analysis of the opportunity. UNIT 1: Customer value analysis. | Learning time: 3h |
| Description: | Theory classes: 3h |
| Development of the concepts corresponding to the topic |
| Specific objectives: | Development of the concepts corresponding to the topic |

| BLOCK 2: Analysis of the opportunity. UNIT 2: Potential customers. | Learning time: 3h |
| Description: | Theory classes: 3h |
| Development of the concepts corresponding to the topic |
| Specific objectives: | Development of the concepts corresponding to the topic |

| BLOCK 2: Analysis of the opportunity. UNIT 3: Preparation of a report. | Learning time: 3h |
| Description: | Practical classes: 3h |
| content english |

| BLOCK 2: Analysis of the opportunity. UNIT 4: Advises for a presentation. | Learning time: 3h |
| Description: | Practical classes: 3h |
| content english |
Continuous assessment, the final mark will come from class activities and deliverables.

Final grade = 0.25 * project deliverable 1 + 0.25 * project deliverable 2 + 0.50 * project final presentation

If the subject is not passed, the deliverables can be re-submitted during the re-evaluation period.

### Bibliography

**Basic:**