240SEL83 - SEL83 - Technological Entrepreneurship: Business Plan Development

Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2018
Degree: ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2012). (Teaching unit Compulsory)
MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Teaching unit Optional)
MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Teaching unit Optional)
ECTS credits: 3
Teaching languages: English

Teaching staff
Coordinator: JORGE OLIVELLA NADAL
Others: JORGE OLIVELLA NADAL

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

| Total learning time: 30h | Hours small group: | 30h | 100.00% |
## Content

### INTRODUCTION

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

**Learning time:** 6h  
**Practical classes:** 6h

### 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  

**Learning time:** 3h  
**Practical classes:** 3h

### 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  

**Learning time:** 3h  
**Practical classes:** 3h

### 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  

**Learning time:** 3h  
**Theory classes:** 3h
<table>
<thead>
<tr>
<th>BLOCK 1: Analysis of the technology. UNIT 4: Technology forecasting.</th>
<th>Learning time: 3h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: Development of the concepts corresponding to the topic</td>
<td>Theory classes: 3h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOCK 2: Analysis of the opportunity. UNIT 1: Customer value analysis.</th>
<th>Learning time: 3h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: Development of the concepts corresponding to the topic</td>
<td>Theory classes: 3h</td>
</tr>
<tr>
<td>Specific objectives: Development of the concepts corresponding to the topic</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOCK 2: Analysis of the opportunity. UNIT 2: Potential customers.</th>
<th>Learning time: 3h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: Development of the concepts corresponding to the topic</td>
<td>Theory classes: 3h</td>
</tr>
<tr>
<td>Specific objectives: Development of the concepts corresponding to the topic</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOCK 2: Analysis of the opportunity. UNIT 3: Preparation of a report.</th>
<th>Learning time: 3h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: content english</td>
<td>Practical classes: 3h</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLOCK 2: Analysis of the opportunity. UNIT 4: Advises for a presentation.</th>
<th>Learning time: 3h</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: content english</td>
<td>Practical classes: 3h</td>
</tr>
</tbody>
</table>
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:


