# Course guides

**240SEL83 - SEL83 - Technological Entrepreneurship: Business Plan Development**

**Unit in charge:** Barcelona School of Industrial Engineering  
**Teaching unit:** 732 - OE - Department of Management.

**Degree:**  
- ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2012). (Compulsory subject).  
- ERASMUS MUNDUS MASTER'S DEGREE IN ENVIRONMENTAL PATHWAYS FOR SUSTAINABLE ENERGY SYSTEMS (Syllabus 2013). (Compulsory subject).  
- MASTER'S DEGREE IN ENERGY ENGINEERING (Syllabus 2013). (Optional subject).

**Academic year:** 2020  
**ECTS Credits:** 3.0  
**Languages:** English

## LECTURER

**Coordinating lecturer:** 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.

The course és coordinated with the activity of the master SELECT Project of the year.

## 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>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self study</td>
<td>48.0</td>
<td>61.54</td>
</tr>
<tr>
<td>Hours small group</td>
<td>30.0</td>
<td>38.46</td>
</tr>
</tbody>
</table>

Total learning time: 78 h

CONTENTS

INTRODUCTION

Description: Development of the concepts corresponding to the topic

Specific objectives: Development of the concepts corresponding to the topic

Full-or-part-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

Full-or-part-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

Full-or-part-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

Full-or-part-time: 3h
Theory classes: 3h
### BLOCK 1: Analysis of the technology. UNIT 4: Technology forecasting.

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

**Full-or-part-time:** 3h  
Theory classes: 3h

### BLOCK 2: Analysis of the opportunity. UNIT 1: Customer value analysis.

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

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

**Full-or-part-time:** 3h  
Theory classes: 3h

### BLOCK 2: Analysis of the opportunity. UNIT 2: Potential customers.

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

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

**Full-or-part-time:** 3h  
Theory classes: 3h

### BLOCK 2: Analysis of the opportunity. UNIT 3: Preparation of a report.

**Description:**
content english

**Full-or-part-time:** 3h  
Practical classes: 3h

### BLOCK 2: Analysis of the opportunity. UNIT 4: Advises for a presentation.

**Description:**
content english

**Full-or-part-time:** 3h  
Practical classes: 3h

### GRADING SYSTEM

Continuous assessment, the final mark will come from class activities and deliverables.
BIBLIOGRAPHY

Basic: