32051 - PB - Photonics and Business

The main purpose of this short course is to provide the students with the fundamental entrepreneurial skills and behaviours required to successfully start and develop a technology based business. These skills are exactly the same as those needed to start and run a major development project in a large company environment.

The second purpose is to incite business awareness and to explore the hard and fascinating way leading from cutting-edge research to the marketplace.

Program will include lectures given by entrepreneurs that have the experience of starting-up a spin-off company. Participants will be also exposed to a highly interactive process of analysis and discussion, including case studies, small-group learning activities and simulations.

Coordinating unit: 230 - ETSETB - Barcelona School of Telecommunications Engineering
Teaching unit: 731 - OO - Department of Optics and Optometry
Academic year: 2015
Degree: MASTER'S DEGREE IN PHOTONICS (Syllabus 2009). (Teaching unit Optional)
ERASMUS MUNDUS MASTER'S DEGREE IN PHOTONICS ENGINEERING, NANOPHOTONICS AND BIOPHOTONICS (Syllabus 2010). (Teaching unit Optional)
DOCTORAL DEGREE IN PHOTONICS (Syllabus 2007). (Teaching unit Optional)
ECTS credits: 2,5  Teaching languages: English

Teaching staff
Coordinator: FERRAN LAGUARTA BERTRAN
Others: CARLES PUENTE

Teaching methodology
Presencial teaching + activities

Learning objectives of the subject
The main purpose of this short course is to provide the students with the fundamental entrepreneurial skills and behaviours required to successfully start and develop a technology based business. These skills are exactly the same as those needed to start and run a major development project in a large company environment.
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### Content

<table>
<thead>
<tr>
<th>Topic</th>
<th>Degree competences to which the content contributes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Entrepreneurship and Intrepreneurship</td>
<td></td>
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<tr>
<td>- The cornerstones of the competence</td>
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<tr>
<td>- Innovation and Team Work Developing a technical based business: IRP and patents</td>
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<td>- Leadership</td>
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<td>- Product design and development</td>
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<td>- Business planning and marketplace</td>
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<td>- The funding process. Venture capital</td>
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<tr>
<td>(ENG) (CAT) - Workshop: basic of start-up finance and accounting</td>
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<tr>
<td>(ENG) (CAT) - Gathering resources. Venture capital. Case study.</td>
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</tbody>
</table>
Qualification system

- As an Individual:
  Participation in lectures, workshops and case studies (25%)
  Short final Exam (35%).

- As a Team:
  Opportunity Analysis Project (40%)

Regulations for carrying out activities

The usual in University teaching

Bibliography

Complementary: