Course guides
32051 - PB - Photonics and Business

Unit in charge: Barcelona School of Telecommunications Engineering
Teaching unit: 731 - OO - Department of Optics and Optometry.

Degree: DOCTORAL DEGREE IN PHOTONICS (Syllabus 2007). (Optional subject).
MASTER'S DEGREE IN PHOTONICS (Syllabus 2009). (Optional subject).
ERASMUS MUNDUS MASTER'S DEGREE IN PHOTONICS ENGINEERING, NANOPHOTONICS AND
BIOPHOTONICS (Syllabus 2010). (Optional subject).

Academic year: 2015  ECTS Credits: 2.5  Languages: English

LECTURER
Coordinating lecturer: FERRAN LAGUARTE 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. 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.

CONTENTS

-Entrepreneurship and Intrepreneurship

-The cornerstones of the competence

-Innovation and Team Work Developing a technical based business: IRP and patents

-Leadership
Product design and development

Business planning and marketplace

The funding process. Venture capital

(ENG) (CAT) - Workshop: basic of start-up finance and accounting

(ENG) (CAT) - Gathering resources. Venture capital. Case study.

(ENG) (CAT) - Regional economic development. Photonics Clusters. Case study.

(ENG) (CAT) - Master Activity

GRADING SYSTEM

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

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

EXAMINATION RULES.

The usual in University teaching

BIBLIOGRAPHY

Complementary: