300261 - ENTREP - Ict-Based Entrepreneurship

Coordinating unit: 300 - EETAC - Castelldefels School of Telecommunications and Aerospace Engineering

Teaching unit: 732 - OE - Department of Management

Academic year: 2019

Degree: MASTER'S DEGREE IN APPLIED TELECOMMUNICATIONS AND ENGINEERING MANAGEMENT (MASTEAM) (Syllabus 2015). (Teaching unit Compulsory)

ECTS credits: 3

Teaching languages: English

Teaching staff

Coordinator: Fernandez Alarcon, Vicenç
Alcober Segura, Jesus

Degree competences to which the subject contributes

Basic:
CB8. (ENG) CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
CB9. (ENG) CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Specific:
09 MTM. (ENG) Definir los elementos que caracterizan un modelo de negocio para productos innovadores basados en las TIC.
10 MTM. (ENG) Aplicar los conceptos de Lean Startup en cualquier empresa.
11 MTM. (ENG) Planificar y ejecutar un proyecto de desarrollo de una aplicación de las TIC a un proceso nuevo, o de mejora de uno existente, en cualquier ámbito de la vida social.

Generical:
04 DIR. (ENG) Dirigir y planificar, a nivel técnico y de gestión, cualquier proyecto de investigación, desarrollo o innovación, basado en las TIC y aplicado a cualquier ámbito de la economía productiva.
05 COO. (ENG) Coordinar las tareas de un equipo multidisciplinar para completar las tareas de un proyecto tecnológico o de innovación basado en las TIC.

Transversal:
01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.
06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.
03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.
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**Teaching methodology**

The teaching methodology of this course has 4 parts:
* Lecture: Lecturers present concepts, principles and techniques, with the active participation of students.
* Problem Based Learning: Lecturers and students resolve exercises and standard problems through specific techniques related to the theoretical contents and principles of the course.
* Reading Based learning: Students read and discuss current scientific papers related to the theoretical contents and principles of the course.
* Self-study: Students diagnose their learning needs, in collaboration with the lecturers, and plan their own learning process.

**Learning objectives of the subject**

This course introduces students to the process of setting up a new technology company, specifically, from the development of the business idea to the first round of search for funding (seed phase). Moreover, it will help the students to develop their communications skills since they are crucial in each of the steps of the entrepreneurial process, but also, in our everyday life.

**Study load**

<table>
<thead>
<tr>
<th>Total learning time: 75h</th>
<th>Hours large group: 27h</th>
<th>Self study: 48h</th>
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<tbody>
<tr>
<td>36.00%</td>
<td>64.00%</td>
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### Content

#### Module 1: Fundamentals of Entrepreneurship

**Learning time:** 7h  
Theory classes: 3h  
Self study: 4h

**Description:**  

**Related activities:**  
R1: Reading 1 (CE11, CB8, CB9, 06URI)  
P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)

#### Module 2: Development of a business project

**Learning time:** 14h  
Theory classes: 5h  
Self study: 9h

**Description:**  
How can we assess a business idea? Types of ideas. Design Thinking. Hypothesis development, data collection, and prototyping.

**Related activities:**  
A1: Activity 1 (CE09, CB9, 06URI)  
A2: Activity 2 (CE09, CB8, CB9, 06URI)  
P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)

#### Module 3: Designing a business model

**Learning time:** 20h  
Theory classes: 7h  
Self study: 13h

**Description:**  

**Related activities:**  
A3: Activity 3 (CE09, CB9, 01EIN, 06URI)  
A4: Activity 4 (CE09, CB9, 01EIN)  
P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)
Module 4: Understanding the market

<table>
<thead>
<tr>
<th>Learning time: 20h</th>
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<tbody>
<tr>
<td>Theory classes: 7h</td>
</tr>
<tr>
<td>Self study: 13h</td>
</tr>
</tbody>
</table>

**Description:**

**Related activities:**
- A5: Activity 5 (CE10, CB8, CB9, 02SCS)
- A6: Activity 6 (CE10, CB8, CB9, 04DIR, 02SCS)
- A7: Activity 7 (CE10, CB8, CB9, 04DIR, 02SCS)
- P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)

Module 5: Financing the entrepreneurial process

<table>
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<tr>
<th>Learning time: 14h</th>
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</thead>
<tbody>
<tr>
<td>Theory classes: 5h</td>
</tr>
<tr>
<td>Self study: 9h</td>
</tr>
</tbody>
</table>

**Description:**

**Related activities:**
- A8: Activity 8 (CE10, 04DIR, 05COO)
- P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)

Qualification system

The final grade depends on the following three elements:

* 50%, Activities
* 25%, Project 1
* 25%, Reading and Presentations

Bibliography

**Basic:**