

## 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
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### 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.

#### General:

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

Total learning time: 75h	Hours large group:	27h	36.00%
	Self study:	48h	64.00%

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### Content

<p>Module 1: Fundamentals of Entrepreneurship</p>	<p>Learning time: 7h Theory classes: 3h Self study : 4h</p>
<p>Description: What is meant by entrepreneurship? Entrepreneur vs Manager. Startup vs Company. Entrepreneurial ecosystem. Stages of start-up company development. Pitch deck.</p> <p>Related activities: R1: Reading 1 (CE11, CB8, CB9, 06URI) P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)</p>	
<p>Module 2: Development of a business project</p>	<p>Learning time: 14h Theory classes: 5h Self study : 9h</p>
<p>Description: How can we assess a business idea? Types of ideas. Design Thinking. Hypothesis development, data collection, and prototyping.</p> <p>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)</p>	
<p>Module 3: Designing a business model</p>	<p>Learning time: 20h Theory classes: 7h Self study : 13h</p>
<p>Description: How can we transform a business idea into a reality? Value proposition canvas. Business model canvas. Business opportunities analysis. Lean canvas.</p> <p>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)</p>	

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<p>Module 4: Understanding the market</p>	<p>Learning time: 20h Theory classes: 7h Self study : 13h</p>
<p>Description: Why will customers buy my product or service? Market segmentation. Five Forces Analysis. Customer' s Experience Map. Bullseye framework. Social Media Plan.</p> <p>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)</p>	
<p>Module 5: Financing the entrepreneurial process</p>	<p>Learning time: 14h Theory classes: 5h Self study : 9h</p>
<p>Description: Where can we find investors for my business idea? Financing needs. Budget. Sources of financing. Project Valuation.</p> <p>Related activities: A8: Activity 8 (CE10, 04DIR, 05COO) P1: Project 1 (CE9, CE10, CE11, CB8, CB9, 05COO, 01EIN, 02SCS, 06URI)</p>	

### Qualification system

The final grade depends on the following three elements:

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

### Bibliography

Basic:

Christensen, Clayton M; Raynor, Michael E. The Innovator's solution : creating and sustaining successful growth. Boston, Mass.: Harvard Business School Press, cop. 2003. ISBN 1578518520.