

## 300274 - BUSINSS - Project on Ict-Based Business Models

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 Optional)
ECTS credits:	3
Teaching languages:	English

### Teaching staff

Coordinator:	Alcober Segura, Jesus
Others:	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.

#### 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.

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.

### 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 technical 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 project and service management used on entrepreneurship, complementing the knowledge and skills developed in the course ICT-Based Entrepreneurship. The students work on a ICT-based

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entrepreneurship project, focused mainly on two elements of ICT entrepreneurship. On one hand, the course applies the fundamentals of service management of entrepreneurship, based on best practices frameworks. On the other hand, the course analyses similar businesses applying cutting-edge technologies, such as 5G and IoT.

### Study load

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

### Content

<p><b>Module 1: Service Management used in entrepreneurship</b></p>	<p>Learning time: 31h 30m Theory classes: 13h 30m Self study : 18h</p>
<p><b>Description:</b> Most of the companies created by entrepreneurs are service companies. In this module we will apply the best service management practices for this type of company, based on a project that students will work on in groups.</p> <p><b>Related activities:</b> A1..A3: Activities from 1 to 3 (04 DIR, 01 EIN, 03 TLG) P1: Project 1 (CB8, 04 DIR, 05 COO, 01 EIN, 02 SCS, 03 TLG)</p>	
<p><b>Module 2: Business models in 5G and IoT</b></p>	<p>Learning time: 43h 30m Theory classes: 13h 30m Self study : 30h</p>
<p><b>Description:</b> Some of the cutting-edge technologies are currently 5G and IoT. This module will explain the emerging business models with these technologies that transversely affects many industries and that will serve as a model to follow in the project work carried out by the students.</p> <p><b>Related activities:</b> A4..A6: Activities from 4 to 6 (04 DIR, 01 EIN, 03 TLG)</p>	

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### Bibliography

#### Basic:

Wheelwright, Steven C; Clark, Kim B. Revolutionizing product development : quantum leaps in speed, efficiency, and quality. New York: The Free Press, cop. 1992. ISBN 0029055156.

ITIL. ITIL Foundation. 4 Edition. Norwich: TSO, 2019. ISBN 9780113316076.