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: 2018
Degree: MASTER'S DEGREE IN APPLIED TELECOMMUNICATIONS AND ENGINEERING MANAGEMENT (MASTEAM) (Syllabus 2015). (Teaching unit Optional)
ECTS credits: 3
Teaching languages: English

Teaching staff
Coordinators: 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.

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.
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 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 project management of entrepreneurship, complementing the knowledge and skills developed in the course ICT-Based Entrepreneurship. This course focused mainly on two elements of project
management. On one hand, the course introduces the fundamentals of people management, as well as to their evaluation in order to forecast their behaviors and performance. On the other hand, the course also introduces some concepts about project management as well as tools for planning, controlling and execution of this kind of projects.

### Study load

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

#### Module 1: People Management

**Learning time:** 31h 30m

- **Theory classes:** 13h 30m
- **Self study:** 18h

**Description:**

Why people and teams are important to organizations success and sustainability? Hot topics and trends in people management. Managers’ role and abilities. What is meant by leadership? Leader vs Manager. Power vs. Authority. Managerial styles and behaviors. Why are some employees more motivated than others? Motivation, needs and satisfaction. Types and sources of motivation. The impact of management on motivation. What can we do when there are conflicts among people? Conflict resolution. Orientations to conflict. Application.

**Related activities:**

A1..A6: Activities from 1 to 6 (CB8, 05 COO, 02 SCS, 03 TLG)

#### Module 2: Project Management

**Learning time:** 43h 30m

- **Theory classes:** 13h 30m
- **Self study:** 30h

**Description:**


**Related activities:**

A7..A10: Activities from 7 to 10 (04 DIR, 01 EIN, 03 TLG)

P1: Project 1 (CB8, 04 DIR, 05 COO, 01 EIN, 02 SCS, 03 TLG)
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Qualification system

The final grade depends on the following three elements:

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

Bibliography

Basic: