

804256 - EIT - Entrepreneurship and IT Innovation

Coordinating unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Optional) BACHELOR'S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Teaching unit Optional)		
ECTS credits:	6	Teaching languages:	English

Teaching staff

Coordinator: Lluçh-Ariet, Magí

Prior skills

General knowledge of project management
Capacities for project organization and development

Degree competences to which the subject contributes

Specific:

CEVJ 11. (ENG) Identificar los modelos de negocio, financiación y monetización propios de la industria del videojuego, así como su distribución digital, seguimiento y marketing.

Transversal:

CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

06 URI N2. EFFECTIVE USE OF INFORMATION RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

CT5. FOREIGN LANGUAGE: Achieving a level of spoken and written proficiency in a foreign language, preferably English, that meets the needs of the profession and the labour market.

Teaching methodology

The teaching methodology is divided in four parts:

- Sessions for the content's exposition at classroom
- Practical working sessions at classroom (training for the use of the tools, presentations and use case debates)
- Practical development of elements of the innovation system linked to the European plan for research and innovation strategy.
- Autonomous work to study and carry out exercises and activities

Learning objectives of the subject

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- Be able to develop a business plan of technology innovation
- Manage and coordinate working groups, solving possible conflicts, considering the work performed by other people and evaluating the effectivity of the team, as well as the presentation of the outcomes
- After identifying the different parts of an academic document and organizing the bibliographic references, design and execute a proper advanced research strategy with specialised information resources, selecting the pertinent information taking into account relevant and quality based criteria
- To plan and use the required information for an academic work (for example, for the "Treball Final de Grau") starting with a critic analysis about the information resources used
- To perform the assigned tasks from basic guidelines given by the professors, deciding the required time for each task, including personal contributions and extending the indicated sources of information
- To apply the knowledge acquired in the task development according to its relevance and pertinence, deciding the way to carry out the task and the time required and selecting the best sources of information
- To show enough lecture understanding in the reading of English documents, linked to the topic, like notes, scientific articles, web pages, etc

Study load

Total learning time: 150h	Hours large group:	18h	12.00%
	Hours medium group:	30h	20.00%
	Hours small group:	0h	0.00%
	Guided activities:	12h	8.00%
	Self study:	90h	60.00%

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Content

<p>1. Presentation, methodology and evaluation</p>	<p>Learning time: 2h Laboratory classes: 2h</p>
<p>Description: Presentation of the subject and evaluation criteria What is research? What is innovation? What is development?</p>	
<p>2. Concepts and strategy for the research and innovation strategy</p>	<p>Learning time: 14h Laboratory classes: 6h Guided activities: 4h Self study : 4h</p>
<p>Description: 2.1 The Technology Readness Levels (TRL) 2.2 The Business Plan for Innovation (Innovation Canvas) 2.3 The Intellectual and Property Rights (IPR) 2.4 Patents: From research to market</p> <p>Related activities: Practice 1: Consortium Agreement</p>	
<p>3. The academic and scientific documents</p>	<p>Learning time: 12h Laboratory classes: 2h Guided activities: 4h Self study : 6h</p>
<p>Description: 3.1 How to write a scientific article 3.2 Metrics: Impact Factor 3.3 Journals, Special issues and Proceedings 3.4 The peer-review process</p> <p>Related activities: Practice 2: EasyChair</p>	

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<p>4. State of R+D+i in Europe and in Catalonia</p>	<p>Learning time: 18h Laboratory classes: 6h Guided activities: 6h Self study : 6h</p>
<p>Description: 4.1 The R+D+i Ecosystem in Catalonia 4.2 The H2020 Framework Programme of the European Union 4.3 Research and Innovation Strategy in Europe and Catalonia 4.4 European Enterprise Network</p> <p>Related activities: Practice 3: Technology Offer and Demand</p>	
<p>5. The research and innovation projects</p>	<p>Learning time: 36h Laboratory classes: 6h Guided activities: 6h Self study : 24h</p>
<p>Description: 5.1 Objectives and State-of-the-Art 5.2 Planning and Project Management 5.3 Risk Management 5.4 Impact</p> <p>Related activities: Practice 4: EMDESK (Tool for Planning and management of R+D+i projects)</p>	
<p>6. The coordination and management of working teams</p>	<p>Learning time: 4h Laboratory classes: 2h Self study : 2h</p>
<p>Description: The coordination and management of working teams</p>	

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<p>7. Hands on: Local development agencies</p>	<p>Learning time: 32h Laboratory classes: 4h Guided activities: 4h Self study : 24h</p>
<p>Description: Visit to the Business Attention Office of the Barcelona City Council Visit to Orbital 40 and to Parc Audiovisual de Catalunya</p> <p>Related activities: Practice 5 - Attendance to Barcelona Activa programme</p>	
<p>8. Hands on: Instruments of the European Comission</p>	<p>Learning time: 32h Laboratory classes: 2h Guided activities: 6h Self study : 24h</p>
<p>Description: Attendance to the ICT Proposers' Day Event (H2020)</p> <p>Related activities: Practica 6 H2020 Project analysis</p>	

Qualification system

Practice 1: 5%
Practice 2: 10%
Practice 3: 5%
Practice 4: 10%
Practice 5: 10%
Practice 6: 10%
Partial exam: 20%
Final exam: 20%

Contribution and learning attitude of the student: 10%

In case the subject is not passed through the continuous evaluation there is the option to perform a re-evaluation exam of the theoretical part and a part of the practical one, corresponding to 50% of the subject's mark.

Regulations for carrying out activities

The evaluation activities are individual

For the practices it is allowed to use all learning material and their submission must be done on the indicated deadline with no option for extension

Exams will be done with no access to any learning material

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Bibliography

Basic:

Kim, W. Chan. Blue ocean strategy: how to create uncontested market space and make the competition irrelevant. Expanded ed. Boston: Harvard Business School Press, 2015. ISBN 9781625274496.

Others resources:

<https://ec.europa.eu/programmes/horizon2020/>

Hyperlink

IPR Helpdesk

IPR Helpdesk

EU Research and Innovation

EU Research and Innovation

Enterprise Europe Network

Enterprise Europe Network

RIS3

Guide on Research and Innovation Strategies for Smart Specialisation

RIS3CAT

Estratègia de recerca i innovació per a l'especialització intel·ligent de Catalunya

Barcelona Emprenedoria

The website for Barcelona's entrepreneurs

ACCIÓ

Agència per la Competitivitat de l'Empresa

Horizon 2020

Horizon 2020