

## TEACHING GUIDE BY SUBJECT



PERSONA CIÈNCIA EMPRESA

UNIVERSITAT RAMON LLULL

Codi: 80501

Nom de l'assignatura: Technology Appreciation and Intellectual Property Management

### No informat

Number of credits ECTS: 3.5

Language/s Pendent

Type Normal

Professor/s Olivé Tomàs, Antoni

### DESCRIPTION

### BRIEF DESCRIPTION AND JUSTIFICATION

This course is about entrepreneurship, the process starting with the recognition of a business opportunity and ending up in a business model to commercially exploit the idea.

Business model design and innovation, a topic of recent and increased interest for both academics and practitioners, is the core concept of the course. We will refer to business models in each session, and participants will be requested to design a business model to exploit a business idea.

Other topics of the course will be: (i) the technology as a source of new products or services to address unmet market needs, and (ii) the intellectual property rights as a means to protect innovative ideas and businesses in the era of intangible assets. Due to the technology approach, most of the cases discussed in class will be about technology start-ups.

### COMPETENCIES

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- (Possess the) capability to startup (CT3).
- Know and use new technologies (CT5).
- Identify the available sources to fund new ventures in a global context (CE3).
- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Know the leadership principles and apply them in a global context (CE8).

## **PREREQUISITES**

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

## **CONTENTS**

The course will cover the following topics:

- The entrepreneurial process
- Recognition of business opportunities
- The role of the entrepreneur's prior experience
- Origin of business ideas
- Driver of business ideas (technology or supply vs. market or demand)
- Generation, evaluation, selection, and refinement of business ideas
- The logic "from idea to market" vs. the logic "from market to idea"
- Address unmet market needs vs. "create" market needs
- Creation of demand and market
- The blue ocean strategy
- Conversion of technology discoveries into market applications
- Conversion of business ideas into viable business models
- Disruptive technologies
- Intellectual property protection
- Business model design
- Base of the pyramid business models
- Social entrepreneurship
- Corporate entrepreneurship
- Technology and biotechnology entrepreneurship
- Growth and funding of new ventures.

## **METHODOLOGY**

### **TRAINING ACTIVITIES:**

<b>Training activities</b>	<b>ECTS Credits</b>	<b>Competencies</b>
Lectures presenting concepts and procedures	0.5	CT3, CT5, CE3, CE6, CE8
Practical sessions (exercises, case resolution)	0.9	CT3, CT5, CE3, CE6, CE8
Assignments by Students	0.5	CT3, CT5, CE3, CE6, CE8
Seminars or tutorials	0.2	CT3, CT5, CE3, CE6, CE8
Personal study activities	1.2	CT3, CT5, CE3, CE6, CE8
Assessment sessions	0.2	CT3, CT5, CE3, CE6, CE8
Internship in Company	-	-
<b>TOTAL</b>	<b>3,5 ECTS</b>	

## **EXPLANATION OF TEACHING METHODOLOGY**

The teaching methodology is basically in-class discussion of teaching cases about new ventures. Discussions are aimed at developing and strengthening the students' competencies.

## EVALUATION

### METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	30%	CT3, CT5, CE3, CE6, CE8
Partial exams	-	-
Following up activities	40%	CT3, CT5, CE3, CE6, CE8
Homework and presentations	-	-
Experimental work or fieldwork	-	-
Projects	30%	CT3, CT5, CE3, CE6, CE8
Evaluation of the company or institution	-	-
Participation	-	-

### LEARNING OUTCOMES

At the end of the course, the students will:

- Understand the entire entrepreneurial process.
- Assess identified business opportunities.
- Understand the role of technology.
- Design business models using different frameworks.
- Know what is (and is not) patentable.

## EVALUATION

40% of the final grade depends on periodical quizzes with and without prior notice. 30% depends on the writing of a business plan. The remaining 30% depends on a final exam with theoretical questions and questions based on the teaching cases discussed in class.

### EVALUATION OF COMPETENCIES

The competence "Identify the ethical and professional responsibilities of a global entrepreneur" is assessed by means of two sets of questions to be answered by the students, based on some of the teaching cases assigned.

## BIBLIOGRAPHY

### Bibliography

Osterwalder, A. & Pigneur, I. (2010). *Business Model Generation*. Hoboken, NJ: John Wiley & Sons.

## DOCUMENT RECORD

## PREVIOUS CHANGES

## LAST REVISION

October, 3d 2017 - Dr. Antoni Olive-Tomas

[Tornar a revisar](#)

[Tancar](#)