



ESCOLA
POLITÀCNICA SUPERIOR
UNIVERSITAT DE LLEIDA

TECHNOLOGICAL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP

Master's Degree in Informatics Engineering

POLYTECHNIC SCHOOL

University of Lleida



Universitat de Lleida
Escola Politècnica Superior

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Course Planning

6 ECTS

FIRST PART:

From 02/08/2023 to 03/15/2023

Business Model Canvas, Strategic Plan and Value Chain.

SECOND PART:

From 03/22/2023 to 05/24/2023

Technology Business Plan, Economic-financial structure, costs analysis and viability.

Other contents:

It is also planned to introduce and develop related concepts, such as study of real cases, business plan, financial planning, study and demonstration videos, case studies, some management and leadership skills, etc.



Avaluation:

Based on the practices and a final exercise of consolidation of results according to the academic guide.

Tracking:

A personalized follow-up of the projects of each group is carried out, which ends in several sessions of presentation and defense of these groups and also individually.



First Part: Business Model Canvas, Strategic Plan and Value Chain

ECTS: 2.4

VIRTUAL / PRESENTIAL HOURS: 18

OBJECTIVES:

- Analyze the role that information technology and communications have for companies and institutions.
- Study the planning process technologies as part of the overall planning of the company.
- Analyze, evaluate and understand the value chain process of your business idea.



THEORETICAL CONTENT:

- The business ideas and their strategic viability.
- The strategic planning process of the company. Strategic business plan.
- The value chain. Porter model.

PRACTICAL CONTENT:

- **Assignment 0:** Business Model Canvas from your simulated company.
- **Assignment 1:** From the description of a simulated company, carry out a Strategic Plan.
- **Assignment 2:** Implementation of the Value Chain of the company defined in Practice 1.

Second Part:

Technology Plan, Economic Project viability and management skills

ECTS: 3.6

VIRTUAL / PRESENTIAL HOURS: 27

OBJECTIVES:

- Carry out a strategic business planning process and from this, analyze, design, present and defend a Technology Planning project.
- Study the economic viability of a project.
- Work in management and communication skills.

THEORETICAL CONTENT:

- The Technology Plan based on the Strategic Business Plan.
- Economic-financial structure of the business idea.
- Evaluation of different investments and costs analysis.
- Management skills and communication techniques.

PRACTICAL CONTENT:

- **Assignment 3:** Implementation of the Technology Plan.
- **Assignment 4:** Economic evaluation of the Technology Plan.
- **Assignment 5:** Viability Analysis of the Technology Plan.
- **Assignment 6:** Elevator pitch (including How to present, Oral skills, ...).



METHODOLOGY:

Theoretical-interactive classes, with preliminary study material and presentation and discussion of projects and specific cases and real situations in the world of the company.

Practical classes of description, discussion and distribution of the results of the exercises. The practices will be carried out in groups of students in class, and the necessary hours outside the classroom.

All information, assignments and different resources will be in the VIRTUAL CAMPUS!!

AVALUATION:

Based on the practices presented (and in its exposition, justification and defense for each student in each group), along with the assessments provided in the academic guide.



EVALUATION:

Assignment activity	Weighting	Week
0 – Business Model Canvas	10%	3
1 – Strategic Plan	20%	5
2 – Value Chain	20%	8
3 – Technology Plan	15%	11
4 – Economical Plan	10%	15
5 – Viability Plan	15%	15
6 – Elevator Pitch	10%	16

