

**Technology and Communication in  
Entrepreneurship and Social Innovation**

Code: 44432  
ECTS Credits: 12

Degree	Type	Year	Semester
4317522 Entrepreneurship and Social Innovation	OB	0	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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### Use of Languages

Principal working language: spanish (spa)

### Teachers

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### Prerequisites

This module is only available to Master's students in Entrepreneurship and Social Innovation.

Module contents have a transversal character. There is no prior knowledge requirement.

### Objectives and Contextualisation

The objective of the module is to provide students with an overview of the technological and communication resources available in the field of social entrepreneurship. Taking into account the student's different academic background, it is not the objective of this module that they become experts in the technological and communicative field, but rather that they acquire knowledge of the different technological tools and solutions that are currently available in this field.

The way in which technology affects society is a key factor in understanding how these developments have accelerated strategic areas related to the achievement of the Sustainable Development Goals (SDGs), which are generating new opportunities and business models. From this point of view, it is important to know the technological tools available, not only regarding the capture of data for subsequent exploitation, but also in terms of interaction with the user and the general management of resources in the scope of the different

entities and organizations. In summary, this module aims to provide an overview of the available tools, as well as a practical interaction with them to intensify your knowledge and skills in the field of technology.

## Competences

- Act with ethical responsibility and respect for fundamental rights, diversity and democratic values.
- Determine the specification, design and implementation of necessary business information systems with proposals, analyses, validations and maintenance for technological solutions.
- Develop entrepreneurial attitudes and apply innovative ideas to the solving of social problems.
- Establish external and internal communication objectives and design the most appropriate strategies in the dialogue between the social transformation project, those working on it and society.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- Make changes to methods and processes in the area of knowledge in order to provide innovative responses to society's needs and demands.
- Study where and why organisations use technology, focusing especially on its integrating role in organisations and on the ethical principles underlying information processing and the intensive and evolving use of technology.
- Take account of social, economic and environmental impacts when engaging in academic and professional practice.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.

## Learning Outcomes

1. Act with ethical responsibility and respect for fundamental rights, diversity and democratic values.
2. Apply imagination with flexibility, originality and fluency.
3. Apply the professional deontology of journalism in strategic communication in the area of press offices and in institutional communication of entities and organisations.
4. Demonstrate a capacity for leadership, negotiations and teamwork as well as how to solve problems to manage crises.
5. Demonstrate knowledge of the main characteristics related to technology that allows the generation of new business and opportunities models in accordance with the achievement of objectives for sustainable development (OSD).
6. Demonstrate knowledge of the tools available for the design of applications based on user interaction via mobile and understand the way they work.
7. Demonstrate knowledge of the tools available for the design of applications based on web interactions and how to use them.
8. Describe the nature of the relations of information exchange between the managers of the organisation and their workers.
9. Detect the needs of users/consumers/potential clients and evaluate their role in relation to the organisation (purchasing processes, membership, etc.).
10. Develop an ethical perspective in professional practice.
11. Distinguish between the formats of representing external communication activities (journalistic products, consultancies, special events, fairs, publicity, etc.).
12. Establish relations between the processes of innovation and social change.
13. Identify good and bad practices in innovation activities.
14. Identify the main models of participation in innovation.
15. Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
16. Make changes to methods and processes in the area of knowledge in order to provide innovative responses to society's needs and demands.
17. Take account of social, economic and environmental impacts when engaging in academic and professional practice.

18. That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
19. That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
20. Understand decision-making systems on a company level based on data analysis and interaction between the abovementioned applications.
21. Understand the need for using cloud technology tools and methodologies for managing resources and tasks in the work environment.

## **Content**

### C1. Technological resources in social entrepreneurship

- Introduction to the basic concepts in Technology and the Circular Economy.
- The Sustainable Development Goals (SDG) and current initiatives.
- Introduction to Node-Red.
- IoT platforms.
- Web programming with content managers.

### C2. Information systems and project management in social entrepreneurship

- Information systems in organizations.
- Decision-making systems.
- Creation of web applications in the cloud.
- Design of web pages and mobile applications.

### C3. Communication strategies in the field of social entrepreneurship

- Basic communication concepts: Identity and image, public and public, advertising, and public relations, marketing, and corporate communication.
- Communication 360:
  - o Drafting of objectives
  - o Advertising communication strategy.
  - o Public relations strategy.
  - o Omnichannel.

### C4. Communication strategies in the field of social entrepreneurship II

- Communication strategies and content positioning. The new audience profile: from user to prosumer.
- Journalism. Genres, formats, and possibilities in the XXI century. How to report? What means to choose? How to build your own medium?

### C5. Ethics, technology and social entrepreneurship

- What is innovate? Social impact of innovations. Types of innovations in social entrepreneurship.
- Ethics and innovation. Good practices of social entrepreneurship. Corporate social responsibility.

- Social innovation. Sustainable innovation. Responsible innovation. RRI in the entrepreneurial context.
- Citizen participation in innovation processes. Participatory design. Design Thinking.

## Methodology

- Master classes.
- Carrying out practical activities (resolution of cases).
- Cooperative learning.
- Seminars and Workshops.
- Preparation of works, projects, reports, or essays.
- Oral presentation of works, projects, reports or essays.
- Reading articles / reports of interest.
- Discussions.
- Tutorials.
- Personal study.

REMARK: The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars and LAB (C1)	9	0.36	7, 6, 5, 13, 21, 19, 18, 15
Seminars and LAB (C2)	9	0.36	20, 5, 21, 19, 18, 15
Seminars and LAB (C3)	4.5	0.18	4, 8, 9, 13, 19, 18, 15
Seminars and LAB (C5)	4.5	0.18	4, 8, 9, 19, 18, 15
Theory lectures (C1)	9	0.36	7, 6, 5, 13, 21, 19, 18, 15
Theory lectures (C2)	9	0.36	2, 20, 10, 13, 21, 14, 19, 18, 15
Theory lectures (C3)	4.5	0.18	4, 8, 9, 11, 19, 18, 15
Theory lectures (C4)	12	0.48	4, 8, 10, 9, 13, 14, 19, 18, 15
Theory lectures (C5)	4.5	0.18	3, 4, 8, 9, 19, 18, 15
Type: Supervised			
Development of projects applying the use of different	69	2.76	3, 2, 20, 4, 7, 6, 5, 8, 10, 9, 11, 13, 21,

technological tools			12, 14, 19, 18, 15
External seminar: Digital manufacturing: concept and applications	6	0.24	17, 1, 2, 16, 19, 18, 15
Type: Autonomous			
Autonomous work	150	6	3, 2, 20, 4, 7, 6, 5, 8, 10, 9, 11, 13, 21, 12, 14, 19, 18, 15

## Assessment

The final grade for the module will be calculated considering the percentages associated with each sub-module and the External Seminar (SE). The continuous assessment activities of each sub-module account for 70% of the final grade for the module, while the weight of the module exam is 30%.

$$\text{Final grade} = (0.083*SE + 0.25*C1 + 0.25*C2 + 0.125*C3 + 0.166*C4 + 0.125*C5)*0.7 + 0.3*Module Exam$$

The evaluation for each sub-module will be counted as follows:

### Block 1. 70% de continuous evaluation:

External Seminar (8.3% of the total)

C1 (25% of the total): 10% attendance and participation + 70% Resolution challenges + 20% Circular Economy.

C2 (25% of the total): 10% attendance and participation + 90% Socio-technological innovation project.

C3 (12.5% of the total): 10% attendance and participation + 60% Development of project + 10% Defense of work + 20% Practical tests.

C4 (16.6% of the total): 10% attendance and participation + 80% Elaboration of multimedia project + 10% presentations.

C5 (12.5% of the total): 10% attendance and participation + 90% Project development.

### Block 2. 30% Module Exam

REMARK: The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	10%	0	0	3, 2, 20, 4, 7, 6, 5, 8, 10, 9, 11, 13, 21, 12, 14, 19, 18, 15
Exams	30%	9	0.36	3, 2, 20, 4, 7, 6, 5, 8, 10, 9, 11, 13, 21, 12, 14, 19, 18, 15
Project defense and practical cases	5%	0	0	17, 1, 3, 4, 8, 9, 11, 16, 19, 18, 15
Project development	55%	0	0	17, 1, 3, 2, 20, 4, 7, 6, 5, 8, 10, 9, 11, 13, 21, 12, 14, 16, 19, 18, 15

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Guillem Marca Francés. *Cómo hacer un plan estratégico de comunicación Vol. IV. La Paul investigación estratégica de evaluación*. Barcelona : Editorial UOC, 2018.

Capriotti Peri. *DircomMap*. (In Press), 2021.

## Software

- Excel, PowerPoint, Word, open software programmes.