UAB
Universitat Autònoma de Barcelona

Digital Entrepreneurship

Code: 107564
ECTS Credits: 6

2025/2026

Degree	Type	Year
Business and Information Technology	OP	4

Contact

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Teachers

Ramon Bosch Dalmau

Teaching groups languages

You can view this information at the end of this document.

Prerequisites

The student will have to work and develop an idea/technological solution from an entrepreneurial perspective, which will involve hours of research and research. The challenge to be developed may have a business objective, respond to a social need, or improve the services offered by public administrations

Objectives and Contextualisation

The objective is to be able to demonstrate that value has been added to an ICT-based project, either in order to obtain economic profitability or a social return, improving the functioning of administrations or non-profit organizations.

The challenges and/or projects on which the students will work can be initiatory or existing projects where the student must focus their effort and value, contributing their knowledge and work to improve it.

Information and communication technologies (ICT) have transformed business and human relations: the relationships between companies and their customers (B2C), between companies themselves (B2B) and between administrations and citizens (G2C). This opens up a range of possibilities where to participate.

In a time of transformation such as the one we are experiencing, ICT, robotization and artificial intelligence can provide new solutions to existing problems or needs or create new ones that will also have to be addressed.

This subject aims to provide students with the necessary resources to participate in the development of a technological solution to problems or needs that are not well resolved.

When we talk about e-business, we are talking about the development of business models in a digital environment, and how existing technologies can add value to organizations, society and administrations.

Public management is no stranger to the improvements provided by the use of technologies, in terms of quality, efficiency and productivity, both internally and in relations with society. Administrations must guarantee accessibility to public services for citizens and companies in an efficient way, while the model of citizens' relationship with the administrations is also being transformed, demanding more information and transparency, and having an increasingly relevant role in government action. thus influencing more and more public management.

In this context, eGovernment (or Digital Administration) seeks technological solutions to improve public management, increase transparency and promote citizen participation. The idea is for students to know, seek, propose and analyse solutions that contribute to the achievement of these objectives, developing a plan that allows their social viability to be evaluated with their implementation

Learning Outcomes

1. CM14 (Competence) Develop a value proposition aligned with the company's strategy that improves its current situation.
2. CM29 (Competence) Assess the impact of innovations on the competitiveness of a company or organization.
3. CM30 (Competence) Develop a business plan based on an identified need, detailing organisational, operational, marketing and marketing aspects, as well as legal and financial.
4. KM27 (Knowledge) Identify what technologies and how they can help improve the competitiveness of a company or organisation.
5. SM08 (Skill) Deliver oral presentations of both a technical and management nature tailored to different audiences.
6. SM10 (Knowledge) Interpret the impact and effects on the organization of innovations and updates in integrated market management systems.

Content

This course uses a real-world challenge-based learning methodology. Course content varies depending on the challenge chosen.

It all begins with a proposal for real-world challenges related to digital transformation, strategy definition, development of a new business model, etc., which must be validated by the teaching team.

Learning will be based on working in a consulting format with a real client and following control and monitoring guidelines established by professors who are experts in project management in the consulting world.

Students will follow a clearly defined methodology, culminating in the presentation of the final report.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Challenge proposal	10	0.4	CM14, CM29, CM30, KM27, SM08, SM10, CM14

Preparation and defence of the project report	20	0.8	CM30, SM08, SM10, CM30
Project development	110	4.4	CM14, CM29, KM27, SM08, SM10, CM14

The methodology of the subject is that of learning based on real challenges that will have to be identified, defined, solved and to the extent possible to implement.

Once the students have been assigned to the challenges, they will develop them following the usual guidelines for a consultancy project in a client project.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Application and process improvement plan	10%	1	0.04	CM14, CM29, KM27
Challenge proposal	10%	2	0.08	KM27, SM08, SM10
Choice and justification of the challenge	10%	2	0.08	CM29, KM27, SM08, SM10
Goal setting and planning	10%	1	0.04	CM29, SM10
Monitoring and control	10%	1	0.04	SM08
Plan development	10%	1	0.04	CM14, CM29, CM30
Submission and presentation of the report	30%	1	0.04	SM08
Value proposition and budget	10%	1	0.04	CM14, SM10

The evaluation of the subject is based on the monitoring of the work carried out both by the team and individually.

8 deliveries will be made (challenge proposal, 6 evolutionary deliverables, final report).

Attendance as well as 360 evaluation will allow you to differentiate the grades within the team.

Bibliography

There is no specific bibliography for the subject.

Software

Students will work with the usual degree programs and with demo versions of any other programs they consider useful for their challenge.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	201	Catalan	first semester	afternoon
(TE) Theory	20	Catalan	first semester	afternoon