

Degree	Type	Year
Entrepreneurship and Social Innovation	OB	1

Contact

Name: Carles Pedret Ferré

Email: carles.pedret@uab.cat

Teachers

Santiago Giraldo Luque

Mireia Faucha Hernandez

Andreu Pérez Reyes

Carles Pedret Ferré

Virginia Luzón Fernández

Teaching groups languages

You can view this information at the [end](#) of this document.

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.

Learning Outcomes

1. CA06 (Competence) Demonstrate knowledge of the tools available for designing applications that interact with the internet, and their management.
2. CA07 (Competence) Demonstrate knowledge of the tools available for designing applications for interacting with users via mobile devices, and understand how they work.
3. CA08 (Competence) Demonstrate knowledge of the available tools and technological methodologies linked to the cloud that help manage resources and tasks in a business setting.
4. CA09 (Competence) Identify the different forms of external communication (journalistic products, consultancy, special events, trade fairs, publicity, etc.).
5. CA10 (Competence) Detect the needs of users/consumers/potential clients and what role they should play in the organisation (purchasing process, becoming a member of the entity, etc.).
6. KA03 (Knowledge) Describe the technological tools that can be used for social innovation and to improve sustainability.
7. KA04 (Knowledge) Describe how information is exchanged between an organisation's management and its employees.
8. SA03 (Skill) Critically analyse and reflect upon the relationships between science, technology and society.
9. SA04 (Skill) Establish relationships between technological and business innovation and the stages of social change.
10. SA05 (Skill) Set external and internal communication objectives using the most appropriate strategies to create a dialogue between the social transformation project, the project employees and society.
11. SA06 (Skill) Identify good and bad practices in innovation.

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.
- 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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars and LAB (C1)	10	0.4	
Seminars and LAB (C2)	9	0.36	
Seminars and LAB (C3)	4.5	0.18	
Seminars and LAB (C5)	4.5	0.18	
Theory lectures (C1)	10	0.4	
Theory lectures (C2)	10	0.4	
Theory lectures (C3)	4.5	0.18	
Theory lectures (C4)	12	0.48	
Theory lectures (C5)	4.5	0.18	
Type: Supervised			
Development of projects applying the use of different technological tools	75	3	
External seminar: Digital manufacturing: concept and applications	6	0.24	
Type: Autonomous			
Autonomous work	150	6	

- 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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation	15%	0	0	CA06, CA07, CA08, CA09, CA10, KA03, KA04, SA03, SA04, SA05, SA06
Project defense and practical cases	20%	0	0	CA06, CA07, CA08, CA09, CA10, KA03, KA04, SA03, SA04, SA05, SA06
Project development	65%	0	0	CA06, CA07, CA08, CA09, CA10, KA03, KA04, SA03, SA04, SA05, SA06

The final grade for the module will be calculated considering the percentages associated with each sub-module and the External Seminar (SE).

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

Being an in-person master's degree, class attendance with a minimum of 80% of the module sessions (including classes, seminars, workshops, and other academic activities) is a requirement to be graded.

Bibliography

David Barberá-Tomás, Itziar Castelló, Frank G. A. de Bakker, and Charlene Zietsma, 2019: Energizing through Visuals: How Social Entrepreneurs Use Emotion-Symbolic Work for Social Change. *AMJ*, 62, 1789-1817, <https://doi.org/10.5465/amj.2017.1488>

Roundy, P. T. (2014). Doing Good by Telling Stories: Emotion in Social Entrepreneurship Communication. *Journal of Small Business Strategy*, 24(2), 41-68. Retrieved from <https://libjournals.mtsu.edu/index.php/jsbs/article/view/193>

Giraldo-Luque, S. (2018). Protesta social y estadios del desarrollo moral: una propuesta analítica para el estudio de la movilización social del siglo XXI. *Palabra Clave*, 21(2), 469-498. DOI: 10.5294/pacla.2018.21.2.9

Tejedor, S., & Tusa Jumbo, F. E. (2020). Los newsgames como herramienta periodística: Estudio de caso de experiencias de éxito. *Revista Prisma Social*, (30), 115-140. Recuperado a partir de <https://revistaprismasocial.es/article/view/1543>

Lubberink, R., Blok, V., van Ophem, J., & Omta, O. (2019). Responsible innovation by social entrepreneurs: an exploratory study of values integration in innovations. *Journal of Responsible Innovation*, 6(2), 179-210.

Long, T. B., Blok, V., Dorrestijn, S., & Macnaghten, P. (2020). The design and testing of a tool for developing responsible innovation in start-up enterprises. *Journal of Responsible Innovation*, 7(1), 45-75.

Human Development Reports, <http://www.hdr.undp.org/en>

Sustainable Development Goals, <https://www.un.org/sustainabledevelopment/>

Eurostat, Circular Economy, <https://ec.europa.eu/eurostat/web/circular-economy>

Ellen MacArthur Foundation, <https://www.ellenmacarthurfoundation.org/>

Martin Kleppmann, O'Reilly. Designing Data intensive applications, 2017

Dan C. Marinescu. Morgan-Kaufmann. Cloud Computing. Theory and Practice", 2018.

Paul Capriotti Peri. BRANDING CORPORATIVO. Fundamentos para la gestión estratégica de la. Identidad Corporativa. Chile: Colección de Libros de la Empresa, 2009

Seth Godin. This is Marketing. You can't be see until you learn to see. New York. Penguin, 2018.

Kathy Matilla. Cómo hacer un plan estratégico de comunicación Vol. I. Un modelo de planificación estratégica, paso a paso. Barcelona : Editorial UOC, 2018

Andréa Oliveira. Cómo hacer un plan estratégico de comunicación Vol. II. Públicos y stakeholders. Barcelona : Editorial UOC, 2018.

Joan Cuenca Fontbona. Cómo hacer un plan estratégico de comunicación Vol. III. La investigación estratégica preliminar. Barcelona : Editorial UOC, 2018.

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.

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
(PAULm) Classroom practices (master)	10	Spanish	first semester	afternoon
(PLABm) Practical laboratories (master)	10	Spanish	first semester	afternoon
(TEm) Theory (master)	10	Spanish	first semester	afternoon