
Academic Year of Degree: 2025/26

23975 - ICT Business Management

Teaching Guide Information

Academic Course: 2025/26

Academic Center: 337 - Engineering School

Study: 3379 - Bachelor's degree in Telecommunications Network Engineering

Subject: 23975 - ICT Business Management

Credits: 5.0

Course: 755 - Minor in International Intercultural Studies: 1
636 - Bachelor's degree in Telecommunications Network Engineering: 3

Teaching languages:

Theory: Group 1: English

Group 2: Catalan

Practice: Group 101: English

Group 102: English

Group 201: Catalan

Group 202: Catalan

Seminar: Group 101: English

Group 102: English

Group 103: English

Group 104: English

Group 201: Catalan

Group 202: Catalan

Group 203: Catalan

Group 204: Catalan

Teachers: Carles Soler Puig, Albert Domingo Vilar

Teaching Period: Second term

Presentation

The course ICT Business Management/Organització d'empreses TIC (OETIC) is framed within the series of courses of management, regulation and innovation, and it is mandatory within the teaching material of engineering programs of most UPF Engineering degrees except for the Computer Science where it is optional.

The OETIC course aims to introduce students to the world of business, giving them a global and systemic vision of the

different areas that are part of it, and placing it in a more global framework of interaction with the environment. At the same time, the subject aims to help consolidate the professional skills needed for the correct performance of the student once incorporated into the world of work.

The OETIC contents are organized around the business model canvas as a tool to introduce concepts of business management in an entrepreneurial context. The course is highly applied, and students will work in groups to develop their own business model canvas based on a new opportunity or idea based on the use of IT.

The subject is part of the EUTOPIA European alliance for the transformation of universities into a multi-university, multi-disciplinary and multilingual work environment as an open federation of higher education institutions.

Associated skills | General learning outcomes

Basic competences

CB1. Students must demonstrate having acquired and understood the knowledge in a study area that comes from secondary general education and that is used to be found in a level where, even though it is supported in advanced book texts, some aspects that imply the knowledge coming from the avant-garde of its field of study are also included.

CB2. Students must know how to apply their knowledge to their job or vocation in a professional way, and must have the competencies which they can show through the elaboration and defense of arguments and the resolution of conflicts in their field of study.

CB3. Students must have the capacity of gathering and interpreting relevant data (usually within their field of study) to create opinions that include a reflection about the relevant topics of social, scientific or ethical reference.

CB4. Students must transfer information, ideas, problems or solutions to a specialized or non-specialized public.

CB5. Students must develop the learning skills needed to start following studies with a high level of autonomy.

Specific and transversal competences

CE6. Dominate the business concepts, their institutional and legal framework, as well as the organization and business management frameworks.

CT1. Working in teams in international and interdisciplinary contexts.

CT2. Exert leadership and coordination and demonstrate initiative.

CT3. Apply with flexibility and creativity the knowledge acquired and adapt it to new contexts and situations.

CT4. Communicate in academic and professional contexts in oral and written English.

CT5. Create new ideas and incorporate them into daily work.

Learning outcomes | Specific learning outcomes

LO.CE6.1 Recognizes the concept of business, its institutional and legal framework, as well as the organization and business management frameworks.

LO.CE6.2 Identifies the aspects relating to the business organization and management.

LO.CE6.3 Develop projects aimed at, in accordance with the knowledge acquired, the conception and development or operation of systems in its field.

LO.CE6.4 Identifies the main elements that make up the entrepreneurial spirit and creation of companies in the field of ICT.

Contents

The contents are based on the business model canvas structure that are the following:

Value propositions, customer relationships and segments, channels, key activities and resources, key partners, cost structure and revenue streams.

The contents will be framed in groups of two or three and will be worked during the theory and working sessions to develop their own canvas.

Evaluation and grading system

Evaluation element	Mandatory	Assessor	Grouping	Grade weight	Able to resit
Activities -four deliveries-	Yes	Professors	Individual	24%	No
Business Model Canvas - four partial deliveries-	Yes	Professors	Group	56%	

					No
Business Model Canvas -final delivery-	Yes	Professors	Group	20%	No
[Final exam]	No	Professors	Individual	[75%]	No

NOTE 1: The final exam is only for those students that do not pass the course with a mark over 65/100. In that case, the exam will be the only mark that will be weighed over 75% of the final mark.

NOTE 2: The group mark (BMC) will be internally discussed by the team to agree a distribution of the mark among the team members according to their effort.

Eutopia Connected Communities



Subject also offered within the framework of Eutopia Connected Communities