



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	063603 - Investment and Financial Management of Digital Projects		
Year	3 <sup>o</sup>	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Economics and Business	Course Type	Core Subject

### BRIEF COURSE DESCRIPTION

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This subject will enable students to understand and acquire the required knowledge around financial management processes for entrepreneurship and innovation projects. It will set the bases of a digital business, from its outset to the monitoring and supervision stage.

We will learn about advanced tools to manage the operating accounts necessary to set up your own business as well as to make a business plan based on B2C or B2B models.

We will also learn about the metrics of business finance and the relations with stakeholders. Besides, we will learn about types of funding and types of investors.

The subject will also work on how a Business Model Canvas can help develop a specific business model and define its value proposition.

### BASIC SKILLS

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BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

### GENERAL SKILLS

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GS03- Have initiative and an entrepreneurial spirit.



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### SPECIFIC SKILLS

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SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.