

Tech Inclusion

UGRA_015234

Departments Department of Society, Politics and Sustainability, Dept. of Operations, Innovation & Data Sciences, Operations, Innovation and Technology Management (OITM)

Teaching Languages English

ECTS 4

Teacher responsible Ramon Garcia Gay - ramon.garcia@esade.edu

Course Goals

Students will develop leadership skills to help design and implement a very basic training program to people in vulnerable situation, in order to find a job in the digital economy, focusing on social networks like LinkedIn. Activities will be organized by Factoria F5 (or a similar institution) dedicated to offering training and work opportunities to people in vulnerable situations in the world of programming and web development.

Web: <https://factoriaf5.org/>

Prerequisites

Community work will be done in Spanish in groups of 5 students. Therefore students should be able to communicate in Spanish, although there will be Spanish speaking students in the group.

Teaching methodology

Service-learning methodology is an educational approach that combines academic learning with meaningful community engagement, fostering both personal growth and social responsibility. When applied to teaching socially vulnerable students how to find employment in the digital world, service-learning becomes a powerful tool for empowerment. Through hands-on projects, students not only acquire practical digital skills—such as creating résumés, using job search platforms, and mastering online communication—but also build confidence and a sense of purpose by contributing to real-world solutions.

Description

Short description

Students will develop leadership skills to help design and implement a very basic training program in order to find a job in the digital economy focusing on social networks like LinkedIn. Activities will be organized by Factoria F5 dedicated to offering training and work opportunities to people in vulnerable situations in the world of programming and web development.

Activities

Online training activities

In-class discussions and debates

Project development and presentation

Content

#	Topic
1	1. Understanding social context and the digital divide (social and gender) Depending on the social organization and social reality in which students will work, they will learn the social reality in which to develop the service, and also the tools that will be the subject of the training they will impart. 2. Implementing training program (2 sessions) to give Factoria students basic tools to improve their digital brand through social networks like linkedin 3. Self reflection Learning about the experience and the impact in the management profession

Assessment

Tool	Assessment tool	Category	Weight %
Final individual project		Ordinary round	60.00%
Participation in program activities		Ordinary round	40.00%
Written and/or oral exams	Oral exam based on materials published on eCampus	Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA20 Year 4 (Optative)

BBA20 Year 2 (Optative)

BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)

BBA23 Year 3 (Optative)

BBA23 Year 4 (Optative)

BBA23 Year 2 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 4 (Optative)

GED20-Bachelor in Law (Undergraduates: Law)

GED20 Year 4 (Optative)

GED20 Year 2 (Optative)

GED20 Year 3 (Optative)

GED20 Year 1 (Optative)