



POLITÉCNICA

INTERNATIONAL
CAMPUS OF
EXCELLENCE

COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros
Informáticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000926 - Introduction To Innovation And Entrepreneurship Management

DEGREE PROGRAMME

10BB - Eit Digital Master Programme On Fintech

ACADEMIC YEAR & SEMESTER

2020/21 - Semester 1

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1. Description

1.1. Subject details

Name of the subject	103000926 - Introduction To Innovation And Entrepreneurship Management
No of credits	6 ECTS
Type	Compulsory
Academic year of the programme	First year
Semester of tuition	Semester 1
Tuition period	September-January
Tuition languages	English
Degree programme	10BB - Eit Digital Master Programme On Fintech
Centre	10 - Escuela Tecnica Superior De Ingenieros Informaticos
Academic year	2020-21

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Pilar Quevedo Cano (Subject coordinator)		pilar.quevedo@upm.es	- -
Roberto Martinez Gamero		roberto.martinez@upm.es	Th - 10:00 - 12:00 The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty

			member in charge.
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* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

2.3. External faculty

Name and surname	Email	Institution
Gonzalo Leon	gonzalo.leon@upm.es	CAIT

3. Prior knowledge recommended to take the subject

3.1. Recommended (passed) subjects

The subject - recommended (passed), are not defined.

3.2. Other recommended learning outcomes

- According to general prerequisites for EIT Digital master program this is the first course for all enrolled students in the Master Degree. Students should have finished their Engineering Degree Project (240 ECTS), accepted in the Master and formally regis

4. Skills and learning outcomes *

4.1. Skills to be learned

CB07 - To apply and integrate the acquired knowledge, its understanding , its scientific basis and abilities of problem solving in new and imprecisely defined environments, including contexts of multidisciplinary character both researchers and highly specialized professionals related to their field of study

CB08 - To know how to evaluate and select the proper scientific theory and the precise methodology of their fields of study, and be able to integrate knowledge, to identify the consequences and make judgments based on incomplete or limited information including, where necessary and relevant, a reflection on the social, ethical, and intergenerational responsibility linked to the solution proposed in each case by applying their knowledge and judgments.

CE-EIT01 - TCapacity to follow and apply the entrepreneurship processes and activities for launching a technology-based company based from previous R&D activities and identify different sources for entrepreneurship and

innovation funding and to select the most appropriate one according to the business model and involved technology.

CE-EIT02 - Capacity to design the right management structure and activities of an innovation project from its conception to the deployment to the outcomes to the market by using a specific management model adapted to the type of project.

CG3 - The ability to use the English language in a competent way, i.e., with training for work and study complex tasks.

CG7 - To be able to communicate and work in international contexts

CG8 - To be able to translate innovations into feasible business solutions.

CG9 - To be able to transform the practical experiences into problems and challenges of research.

4.2. Learning outcomes

RA6 - - In depth understanding of the general process and roles involved in developing an idea and starting up a new technology-based company

RA7 - - - In depth understanding of the basic entrepreneurial finance

RA8 - - - In depth understanding of the important elements in managing companies and developing its human resources

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

5. Brief description of the subject and syllabus

5.1. Brief description of the subject

Introduction to innovation and entrepreneurship management: definition, models and processes of innovation. Organizational structures, corporate innovation, protection of technology, digital economy. Innovation projects management, risks of international projects. Market. Financial support for innovation. Evolution of technology.

5.2. Syllabus

1. Introduction to Basics course
2. Concepts and types of innovation
3. .- Innovation context and processes (focused on the ICT sector)
4. The added value of (open) cooperation in innovation activities
5. 5.- Innovation ecosystems What is an innovation ecosystem? Innovation ecosystems benefits
6. Digital transformation
7. Organizational structures
8. Creativity as a source of innovation
9. Introduction to Entrepreneurship
10. Crowdsourcing and Community platforms
11. Funding innovation
12. Strategic direction of innovation
13. .- Protection and commercialization of knowledge
14. Innovation and entrepreneurship management application to a case study

6. Schedule

6.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1			Introduction to Basics course Duration: 02:00	
2			Concepts and types of innovation Duration: 02:00 Concepts and types of innovation Duration: 01:00 Concepts and types of innovation Duration: 01:00	
3			Innovation context and processes (focused on the ICT sector) Duration: 01:00 Innovation context and processes (focused on the ICT sector) Duration: 01:00 Innovation context and processes (focused on the ICT sector) Duration: 01:00 Innovation context and processes (focused on the ICT sector) Duration: 00:45	QUIZ 1 Continuous assessment Presential Duration: 00:15
4			The added value of (open) cooperation in innovation Duration: 02:00 The added value of (open) cooperation in innovation Duration: 01:00 The added value of (open) cooperation in innovation Duration: 01:00	

5			<p>Innovation ecosystems Duration: 01:00</p> <p>The added value of (open) cooperation in innovation Duration: 02:00</p> <p>The added value of (open) cooperation in innovation Duration: 01:00</p> <p>The added value of (open) cooperation in innovation Duration: 01:00</p>	
6			<p>Digital transformation Duration: 02:00</p> <p>Digital transformation Duration: 01:00</p> <p>Digital transformation Duration: 00:45</p>	<p>QUIZ 2</p> <p>Continuous assessment Presential Duration: 00:15</p>
7			<p>Organizational structures Duration: 01:00</p> <p>Organizational structures Duration: 01:00</p> <p>Organizational structures Duration: 01:00</p> <p>Organizational structures Duration: 01:00</p>	
8			<p>Creativity as a source of innovation Duration: 02:00</p> <p>Creativity as a source of innovation Duration: 01:00</p> <p>Creativity as a source of innovation Duration: 01:00</p>	

9			<p>Introduction to Entrepreneurship Duration: 01:00</p> <p>Introduction to Entrepreneurship Duration: 01:00</p> <p>Introduction to Entrepreneurship Duration: 01:00</p> <p>Introduction to Entrepreneurship Duration: 01:00</p>	
10			<p>Crowdsourcing and Community platforms Duration: 02:00</p> <p>Crowdsourcing and Community platforms Duration: 01:00</p> <p>Crowdsourcing and Community platforms Duration: 00:45</p>	<p>QUIZ 3</p> <p>Continuous assessment Presential Duration: 00:15</p>
11			<p>Funding innovation Duration: 01:00</p> <p>Funding innovation Duration: 01:00</p> <p>Funding innovation Duration: 01:00</p> <p>Funding innovation Duration: 01:00</p>	
12			<p>.- Strategic direction of innovation Duration: 02:00</p> <p>.- Strategic direction of innovation Duration: 01:00</p> <p>.- Strategic direction of innovation Duration: 01:00</p>	

13			<p>Protection and commercialization of knowledge Duration: 01:00</p> <p>Protection and commercialization of knowledge Duration: 01:00</p> <p>Protection and commercialization of knowledge Duration: 01:00</p> <p>Protection and commercialization of knowledge Duration: 01:00</p>	
14				<p>Innovation and entrepreneurship management application to a case study</p> <p>Continuous assessment Presential Duration: 04:00</p>
15				<p>Final exam</p> <p>Continuous assessment Presential Duration: 02:00</p>
16				
17				

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

7. Activities and assessment criteria

7.1. Assessment activities

7.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
3	QUIZ 1		Face-to-face	00:15	5%	5 / 10	
6	QUIZ 2		Face-to-face	00:15	5%	5 / 10	
10	QUIZ 3		Face-to-face	00:15	5%	5 / 10	
14	Innovation and entrepreneurship management application to a case study		Face-to-face	04:00	60%	5 / 10	
15	Final exam		Face-to-face	02:00	25%	5 / 10	

7.1.2. Final examination

No se ha definido la evaluación sólo por prueba final.

7.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.

7.2. Assessment criteria

The evaluation of the students will be based on three main sources:

? Continuous evaluation (15%): activities during lectures (classroom interactivity, quizzes, etc.)

? Group work (60%): development and final presentation of the group work

? Final exam (25%)

8. Teaching resources

8.1. Teaching resources for the subject

Name	Type	Notes
James M. Utterback (1994). Mastering the dynamics of innovation. Harvard Business School Press.	Bibliography	
Alexander Osterwalder & Yves Pigneur (2010). Business model generation. John Wiley & Sons. New Jersey 2010.	Bibliography	
Eric Ries (2011): The Lean Startup. Crown Business New York. 2011	Bibliography	
W. Chan Kim and Renée Mauborgne (2015). Blue Ocean Strategy. Harvard Business Review Press. 2015. ISBN: 978-1-62527-449-6	Bibliography	
Henry Chesbrough. Open Innovation: The New Imperative for Creating and Profiting from Technology (HBS Press, 2003).	Bibliography	
Henry Chesbrough (2011). Open Services Innovation. Rethinking your business to grow and compete in a new era. Ed. Jossey-Bass. 2011. ISBN 978-0-470-90574-6	Bibliography	
Geoffrey A. Moore, ?CrossingtheChasm?1991, revised1999 and 2014	Bibliography	

Richard Foster & Sarah Kaplan, ?Creative Destruction: Why Companies that Are Built to Last Underperform the Market?, 2001	Bibliography	
. Henry Chesbrough. Open Innovation: The New Imperative for Creating and Profiting from Technology, 2003	Bibliography	
Eric von Hippel, Open User Innovation, 2013	Bibliography	
Steve Blank, ?The Four Steps to the Epiphany? 2005, 2nd Ed. 2013	Bibliography	
Steve Blank & Bob Dorf, ?The Startup Owner?s Manual?, 2012	Bibliography	
Madeleine I. G. Daepf, Marcus J. Hamilton, Geoffrey B. West, Luís M. A. Bettencourt, ?The Mortality of Companies.? 2015	Bibliography	
Simon Sinek, ?How great leaders inspire action?, TED Talk, https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action	Bibliography	
Brynjolfsson, Erik, and Andrew McAfee. ?Race Against the Machine? Lexington, Mass: Digital Frontier Press, 2012.	Bibliography	
Gordon, Robert J. ?Is U.S. Economic Growth Over? Faltering Innovation Confronts the Six Headwinds?, NBER Working Papers 2012.	Bibliography	
Chad Syverson, ?Challenges to Mis measurement Explanations for the U.S. Productivity Slowdown? NBER WorkingPapers2016	Bibliography	

<p>Cowen, Tyler, ?The Great Stagnation: How America Ate Allthe Low-Hanging Fruit of Modern History, GotSickand Will (Eventually) Feel Better. New York: Dutton Adult, 2011.</p>	<p>Bibliography</p>	
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9. Adendas

- Coordinador de la asignatura: Alberto Tejero