



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

**103000821 - Entrepreneurship And Business Modelling**

### DEGREE PROGRAMME

10AX - Master Universitario Innovaci?n Digital Ciencia de Datos Itinerario Health

### ACADEMIC YEAR & SEMESTER

2020/21 - Semester 2

## Index

---

### Learning guide

1. Description.....	1
2. Faculty.....	1
3. Skills and learning outcomes .....	2
4. Brief description of the subject and syllabus.....	3
5. Schedule.....	4
6. Activities and assessment criteria.....	6

## 1. Description

---

### 1.1. Subject details

<b>Name of the subject</b>	103000821 - Entrepreneurship And Business Modelling
<b>No of credits</b>	6 ECTS
<b>Type</b>	Compulsory
<b>Academic year of the programme</b>	First year
<b>Semester of tuition</b>	Semester 2
<b>Tuition period</b>	February-June
<b>Tuition languages</b>	English
<b>Degree programme</b>	10AX - Master Universitario Innovación Digital Ciencia de Datos Itinerario Health
<b>Centre</b>	10 - Escuela Tecnica Superior de Ingenieros Informaticos
<b>Academic year</b>	2020-21

## 2. Faculty

---

### 2.1. Faculty members with subject teaching role

<b>Name and surname</b>	<b>Office/Room</b>	<b>Email</b>	<b>Tutoring hours *</b>
Aristides Senra Diaz (Subject coordinator)		aristides.senra@upm.es	- -
Federico Garcia-Linares Fontes		f.garcia-linares@upm.es	Sin horario. Contactar con el profesor

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

## 3. Skills and learning outcomes \*

---

### 3.1. Skills to be learned

CB08 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios

CB09 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades

CE-EIT04 - Capacidad para desarrollar un proyecto y un modelo completos de negocio orientados al cliente usando una metodología iterativa siguiendo los pasos necesarios para crear una empresa de base tecnológica sostenible incluyendo consideraciones éticas, sociales y medioambientales.

### 3.2. Learning outcomes

RA39 - Perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market).

RA47 - Develop a business plan and commercial projects client oriented

RA38 - Identify and develop innovative business ideas within (intrapreneurship) or outside a preexisting Company (entrepreneurship).

\* 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.

## 4. Brief description of the subject and syllabus

---

### 4.1. Brief description of the subject

1. Introduction to entrepreneurship fundamentals Sin subniveles
2. Motivation, introduction to the business opportunity Sin subniveles
3. Definition of the market. Customer description Sin subniveles
4. Competition Analysis. Matrix of competitors Sin subniveles
5. Value proposition Sin subniveles
6. Enter to the market strategy Sin subniveles
7. Impact quantification Sin subniveles
8. Writing the business model Sin subniveles
9. Presenting the business model/ Demo day Sin subniveles

### 4.2. Syllabus

1. Introduction to entrepreneurship fundamentals
2. Motivation, introduction to the business opportunity
3. Definition of the market. Customer description
4. Competition Analysis. Matrix of competitors
5. Value proposition
6. Enter to the market Strategy
7. Impact to the market quantification
8. Writing the business model
9. Presenting the business model/ Demo Day

## 5. Schedule

### 5.1. Subject schedule\*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1	Introduction to basic concepts of entrepreneurship (1) Duration: 04:00			<b>Collaborative workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
2	Introduction to basics concepts of entrepreneurship (2) Duration: 04:00			<b>Collaborative workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
3	Motivation and business opportunity (1) Duration: 04:00			<b>Collaborative workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
4	Motivation and business opportunity (2) Duration: 04:00			<b>Collaborative workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
5	Customer definition (1) Duration: 04:00			<b>Collaborative workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
6	Customer definition (2) Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
7	Competition Analysis (1) Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
8	Competition Analysis (2) Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
9	Mid Term review Duration: 04:00			<b>Mid Term review</b>  Continuous assessment Presential Duration: 04:00

10	<b>Introduction of the value proposition</b> Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
11	<b>Enter to the market strategy (1)</b> Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
12	<b>Enter to the market strategy (2)</b> Duration: 00:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
13	<b>Impact quantification</b> Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
14	<b>Writing and presenting the business model</b> Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
15	<b>Training Day/ Investors template</b> Duration: 04:00			<b>Colab workshops/ Business case</b>  Continuous assessment Presential Duration: 01:00
16	<b>Demo Day</b> Duration: 04:00			<b>Demo Day</b>  Continuous assessment Presential Duration: 04:00
17	<b>Exam</b> Duration: 01:00			<b>Exam</b>  Continuous assessment and final examination Presential Duration: 01:00

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.

## 6. Activities and assessment criteria

### 6.1. Assessment activities

#### 6.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
1	Collaborative workshops/ Business case		Face-to-face	01:00	5%	5 / 10	CE-EIT04 CB08
2	Collaborative workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
3	Collaborative workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
4	Collaborative workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
5	Collaborative workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
6	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
7	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
8	Colab workshops/ Business case		Face-to-face	01:00	%	/ 10	
9	Mid Term review		Face-to-face	04:00	5%	5 / 10	CB09
10	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
11	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
12	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
13	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
14	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	
15	Colab workshops/ Business case		Face-to-face	01:00	5%	5 / 10	CB09
16	Demo Day		Face-to-face	04:00	5%	5 / 10	CB09
17	Exam		Face-to-face	01:00	20%	5 / 10	CB09

#### 6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Exam		Face-to-face	01:00	20%	5 / 10	CB09

#### 6.1.3. Referred (re-sit) examination

No se ha definido la evaluación extraordinaria.



## 6.2. Assessment criteria

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

Active participation/ contribution in the classroom (20%)

Idea presentation (10%)

Continuous evaluation (5%): activities during lectures (classroom interactivity, short tests, etc.)

Development of a Business model (35%) (concepts understanding)

Presentation of business projects (30%)