



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

103000845 - Entrepreneurship And Business Modelling

DEGREE PROGRAMME

10AZ - Master Universitario en Innovación Digital

ACADEMIC YEAR & SEMESTER

2020/21 - Semester 2

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Learning guide

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1. Description

1.1. Subject details

| | |
|---------------------------------------|--|
| Name of the subject | 103000845 - Entrepreneurship And Business Modelling |
| No of credits | 6 ECTS |
| Type | Compulsory |
| Academic year of the programme | First year |
| Semester of tuition | Semester 2 |
| Tuition period | February-June |
| Tuition languages | English |
| Degree programme | 10AZ - Master Universitario en Innovación Digital |
| 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 * |
|--|--------------------|-------------------------|---|
| Aristides Senra Diaz (Subject coordinator) | | aristides.senra@upm.es | - - |
| Federico Garcia-Linares Fontes | | f.garcia-linares@upm.es | M - 08:00 - 09:00 W - 08:00 - 09:00 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

RA93 - Identify and develop innovative business ideas within (intrapreneurship) or outside a preexisting Company (entrepreneurship).

RA105 - - In depth understanding of the general process and roles involved in developing an idea and starting up a new technology-based company

RA91 - Produce a professional speech and writing on a business analysis topic

RA84 - Perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market)

RA92 - Develop a business plan and commercial projects client oriented

RA106 - - - In depth understanding of the basic entrepreneurial finance

* 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

This course corresponds to the first part of the Business Development labs I&E (8 ECTS) proposed for the I&E minor and it is offered in the second semester of the 1st year. The objective is to help students in the development of an innovative digital product or service.

The course is organised during one month with 10 hours lecturing, 20 hours for individual work and 5 hours for group discussions. Individual work is mentored.

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 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 | Introducción de los conceptos básicos de emprendimiento Duration: 04:00 | | | Ejercicio colaborativo a resolver en clase Continuous assessment Presential Duration: 00:30 |
| 2 | Introduction to basic concepts of entrepreneurship (2) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 3 | Motivation and business opportunity (1) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 4 | Motivation and business opportunity (2) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 5 | Customer definition (1) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 6 | Customer definition (2) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 7 | Competition Analysis (1) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 8 | Competition Analysis (2) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 9 | Mid term review Duration: 04:00 | | | Mid Term review Continuous assessment Presential Duration: 04:00 |

| | | | | |
|----|---|--|--|--|
| 10 | Introduction to the value proposition Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 11 | Enter to the market strategy Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 12 | Enter to the market strategy (2) Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 13 | Impact quantification Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 14 | Writing and presenting the business model Duration: 04:00 | | | Ejercicio colaborativo/ Business case Continuous assessment Presential Duration: 01:00 |
| 15 | training day. Investors template Duration: 04:00 | | | Ejercicio colaborativo Continuous assessment Presential Duration: 01:00 |
| 16 | Demo Day Duration: 04:00 | | | Ejercicio colaborativo Continuous assessment Presential Duration: 04:00 |
| 17 | Exam Duration: 01:00 | | | Business model presentation Continuous assessment and final examination Presential Duration: 04:00 |

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 | Ejercicio colaborativo a resolver en clase | | Face-to-face | 00:30 | 2% | 5 / 10 | CB09 CB08 |
| 2 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 10% | 5 / 10 | CB08 |
| 3 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 4 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 5 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 6 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 7 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 8 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 9 | Mid Term review | | Face-to-face | 04:00 | 5% | 5 / 10 | CB09 |
| 10 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 11 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 12 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 13 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | CB08 |
| 14 | Ejercicio colaborativo/ Business case | | Face-to-face | 01:00 | 5% | 5 / 10 | |
| 15 | Ejercicio colaborativo | | Face-to-face | 01:00 | 5% | 5 / 10 | CB09 |
| 16 | Ejercicio colaborativo | | Face-to-face | 04:00 | 5% | 5 / 10 | CB09 |
| 17 | Business model presentation | | Face-to-face | 04:00 | 18% | 5 / 10 | CE-EIT04 CB09 |

6.1.2. Final examination

| Week | Description | Modality | Type | Duration | Weight | Minimum grade | Evaluated skills |
|------|-----------------------------|----------|--------------|----------|--------|---------------|------------------|
| 17 | Business model presentation | | Face-to-face | 04:00 | 18% | 5 / 10 | CE-EIT04 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%)