



POLITÉCNICA

INTERNATIONAL
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COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros
Informáticos

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

103000929 - Entrepreneurship And Business Modelling

DEGREE PROGRAMME

10BB - Eit Digital Master Programme On Fintech

ACADEMIC YEAR & SEMESTER

2020/21 - Semester 2

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1. Description

1.1. Subject details

Name of the subject	103000929 - 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	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 *
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

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

RA21 - Develop a business plan and commercial projects client oriented

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

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

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%)