



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

103000931 - Summer School

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	103000931 - Summer School
No of credits	4 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 *
Ziba Habibi Lashkari (Subject coordinator)	5218	ziba.habibi@upm.es	Sin horario.

* 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

CB09 - Que los estudiantes sepan transmitir de un modo claro y sin ambigüedades a un público especializado o no, resultados y conclusiones procedentes de la investigación científica y tecnológica o del ámbito de la innovación más avanzada, así como los fundamentos más relevantes y razones últimas que las sustentan

CE-EIT07 - Capacidad para entender las tendencias globales o de mercado, las rutas de innovación, las redes industriales de valor en un sector (Digital Health, Digital Industry, Smart Cities, etc.), y reconocer su importancia relativa para el desarrollo de un producto o servicio y del negocio.

CE-EIT08 - Capacidad para analizar el negocio potencial, los modelos de negocio o los escenarios comerciales alternativos para una tecnología considerando un nuevo sector de aplicación y/o mercado y evaluar las condiciones de su explotación.

CG03 - La capacidad de usar la lengua inglesa de manera competente, es decir, con capacitación para tareas complejas de trabajo y estudio.

CG06 - Capacidad para gestionar la información.

CG07 - Capacidad de trabajar y comunicarse también en contextos internacionales.

CG08 - La capacidad de traducir innovaciones en soluciones comerciales factibles.

3.2. Learning outcomes

RA21 - Develop a business plan and commercial projects client oriented

RA13 - - Use knowledge, ideas and technology to create new or significantly improved products, services, processes, policies, new business models or jobs in a real environment.

RA12 - - Understand global/market trends, innovation routes, industry value networks in a thematic area and recognize their relative importance for product/service and business development.

RA19 - Perform a business solution planning and development process (dynamics of developing the business, organization needed to implement it, go-to-market).

* 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

The summer school consists of lectures of academics and practitioners, field visits, and socializing events. The main activity for the students is to work on a business plan/proposal. As the summer school is a two-week event, it is conceived to have a more design/market-oriented focus during the first week and a more business/financial focus for the second week.

4.2. Syllabus

1. Case presentations/assignment
2. Scenarios, the impact of ICT technologies in the thematic area
3. Innovation routes, industry value chains and value networks in the thematic area
4. User-centered design in the thematic area
5. Ethical, societal and sustainability aspects in the thematic area
6. Business models in the thematic area
7. Stakeholders analysis
8. Revenue models in the thematic area
9. Business model pitch
10. Market and competitors analysis, IPR
11. Development strategy, financing, risk analysis
12. Go-to-market strategies in the thematic area
13. Business plan pitch

5. Schedule

5.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1	Scenarios, Technology Duration: 16:00 Business Scenario and Technologies Duration: 04:00			Business Scenario and Technologies Continuous assessment Presential Duration: 03:00
2	Business model and development, Market and competitors Duration: 16:00 Business Model and Strategy Duration: 04:00			Final Pitch- Business Plan Final examination Not Presential Duration: 03:00 Business Proposal Final examination Not Presential Duration: 00:00 Business Model and Strategy Continuous assessment Presential Duration: 03:00
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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	Business Scenario and Technologies		Face-to-face	03:00	50%	5 / 10	CG07 CE-EIT07 CG03 CG06
2	Business Model and Strategy		Face-to-face	03:00	50%	5 / 10	CB09 CE-EIT08 CG08

6.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
2	Final Pitch- Business Plan		No Presential	03:00	50%	5 / 10	CG07 CE-EIT07 CG03 CG06
2	Business Proposal		No Presential	00:00	50%	5 / 10	CB09 CE-EIT08 CG08

6.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Final Pitch- Business Plan		Face-to-face	03:00	50%	5 / 10	CG07 CE-EIT07 CG03 CG06
Business Proposal		Face-to-face	03:00	50%	5 / 10	CB09 CE-EIT08 CG08

6.2. Assessment criteria

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

- Presentation of the business proposal (50%)
- Presentation of the Business plan (50%)